

The NATIONAL UNDERWRITER

Life Insurance Edition

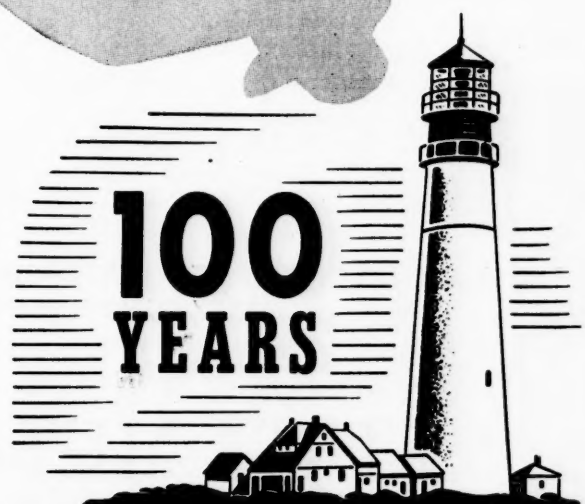


small enough to be

BIG

Ours is not the largest of American life insurance companies. It is not the oldest either. But, somehow, even without those firsts, we think it has much to offer. Our men in the field—they're a happy, prosperous gang—have summed it up in the words: "Small enough to be big!"

Factually, we're ninth oldest among American life companies. But we reach our 100th year driven by a young, progressive spirit that belies our age. This year, as last, our business forges forward . . . and most important, our biggest gains are *still* in friendly service!



UNION MUTUAL
LIFE INSURANCE COMPANY PORTLAND, MAINE
A CENTURY OF SERVICE AND PROGRESS

...LIFE...SICKNESS...ACCIDENT...GROUP...

FRIDAY, NOVEMBER 5, 1948



"The Company I Represent"

*A Statement by Frank W. Pennell — one of
New York's leading life underwriters.*

The Company I Represent MUST....

1. Put its policyholders ahead of everything and everybody else — which means that it has to be "second to none" in financial strength;
2. Place its Field Force ahead of its Home Office in order of importance;
3. Provide me with the sharpest sales tools ever honed;
4. Flatter my ego, encourage me when things aren't breaking right, regard me always as one of the inner family council;
5. Have a President, and a staff, that would rather say "Yes!" than "No!" and yet are richly qualified to go ever forward, courageously, yet wisely, in the rapidly changing times in which we live.

**THESE ARE JUST A FEW OF THE REASONS WHY I AM SO CONTENT AND
HAPPY IN REPRESENTING THE**

STATE·MUTUAL·LIFE
Assurance Company
OF WORCESTER, MASSACHUSETTS
Incorporated 1844

OLD IN ITS EXPERIENCE . . . YOUNG IN ITS VIEWPOINT

Actuarial Groups Merging; McConney to Be President

**But Society and Institute
Will Continue Until
After '49 Anniversaries**

By ROY ROSENQUIST

Actuarial Society of America and American Institute of Actuaries at their joint meeting at French Lick Springs, Ind., elected to become one organization — the Society of Actuaries.

First president of the new organization is E. M. McConney, president of Bankers Life of Iowa. Vice-presidents are Benjamin T. Holmes, actuary, Confederation Life; Walter Klem, 2nd vice-president and associate actuary of Equitable Society; Ronald G. Stagg, president of Northwestern National, and Clarence H. Tookey, actuarial vice-president of Occidental. Henry F. Rood, actuary Lincoln National, was elected secretary-treasurer and John R. Larus, vice-president and actuary of Phoenix Mutual, editor. The two actuarial groups, however, will keep their separate identities under their present officers until after Actuarial Society has its 60th anniversary meeting at the Hotel Commodore in New York on May 19-20, 1948, and after the American Institute holds its 40th anniversary meeting at the Edgewater Beach hotel in Chicago June 2-3.

With more than 400 members in attendance, the joint meeting was opened with a report on the British Institute of Actuaries' centenary assembly in London by J. Gordon Beatty, Canada Life, president of American Institute of Actuaries, alternating with H. R. Bassford, Metropolitan Life, president of the Actuarial Society of America.

According to James E. Hoskins, chairman of the aviation committee of the society, and actuary of the life department of Travelers, the safety record of the aviation industry has shown no recent improvement except in a few isolated types of flying not involving appreciable participation by the public.

Effect of Draft on Underwriting

With the revival of the military draft comes the question of changes in underwriting practices. The draft is too recent to have an impact on the life insurance business, said Walter O. Menge, vice-president of Lincoln National. It is unlikely to have much effect because the draftees are young, without dependents and with but small amounts of insurance. In a study of policies which lapsed in his company before any part of the second year's premium was paid, it was ascertained that army officers had but one third of the lapse ratio of the company as a whole, whereas the ratio for enlisted men in the first three grades was slightly higher than the average and the average for the lower four grades was three times the company average. There was but a slight difference in the

Insurance Is Sensitive to New Political Swing

Insurance people, in following the tense and exciting election results were turning over in their minds what the new atmosphere might be from an insurance standpoint. Even aside from the outcome in the Truman-Dewey contest, it seems certain that the results represented quite a swing towards what is currently being called progressive liberalism.

Probably the most immediate translation of progressive liberalism into action in a field intimately touching insurance would be in the federal social security system. The election results put the Truman and the more radical proposals for extension of social security system in an entirely new light. Features that have been largely a matter of academic discussion now become much more likely of enactment.

Nevertheless, insurance people have learned to appraise the practical effects of social security developments on their business and while there is implicit in every broadening of social security a threat of eventual socialization, there is a good deal of assurance that insurance can learn how to live with and even profit by an extension of security through public means.

Tangible changes in the insurance scene indicated by the election results are several probable important shifts in the ranks of the insurance commissioners. In Illinois there appears to be an excellent chance that Ernest Palmer may again be in office. He was an outstanding worker for Adlai Stevenson, Democrat, who was elected. Mr. Palmer was one of the main leaders among the insurance commissioners when he was in office. He made many a headline and he served as president of National Assn. of Insurance Commissioners. Indeed it was he that brought about a change in the name of that organization. It previously was National Convention of Insurance Commissioners. At any rate, it undoubtedly means the passing from the official scene of Nellis Parkinson, who has been the

lapse ratio for the corresponding ranks in the army and navy.

H. Lewis Rietz, second vice-president Lincoln National, stated that sub-standard mortality as a whole has shown about the same improvement as mortality of standard lives, although the relative improvement had not been uniform by type of impairment or by ages within a particular impairment. The mortality among risks rated for excessive use of alcohol has been higher than expected on the basis of past ratings. Deaths from alcoholism, homicide, suicide and accident were much higher than among standard risks. The experience indicates the necessity for higher ratings for this impairment group, particularly at issue ages under 30.

Discusses A. & H. Role

John H. Miller, vice-president and actuary of Monarch Life, in opening the discussion of A. & H. insurance stressed that this type of business is of primary interest to life companies, since they are currently writing two-thirds of the A. & H. business written in United States and Canada. He commented on the cooperation between the insurance companies through the Health Insurance Council and various state medical societies, pointing out that physicians and insurance companies jointly can make a real contribution to assuring that surgical insurance will be truly effective

(CONTINUED ON PAGE 19)

Illinois insurance director under the Republican regime.

Also election of a Democratic governor in Connecticut would seem to indicate that W. Ellery Allyn would be replaced as insurance commissioner. He is chairman of the executive committee of N. A. I. C. and has been an increasingly important factor in that organization.

A change seems certain in Ohio with Lausche, the Democratic candidate, apparently elected. Insurance men took special interest in that campaign, since a group of Republican fire and casualty insurance agents formed a campaign against Herbert, the Republican governor, because of the part that he had played in the situation involving the licensing of General Motors dealers as insurance agents. Here W. Lee Shield probably will go out of office as insurance superintendent. Walter Dressel held that office when Lausche was previously governor.

Although a Democratic governor may be elected in Michigan, David Forbes is safe as insurance commissioner, because he was recently reappointed for a four year term. He is vice-president of N. A. I. C., and the indications thus are that he will be able to go on and ascend to the presidency.

Harrington Situation

C. F. J. Harrington has been impervious to the change of political tides in Massachusetts and hence the election of a Democratic governor there will probably not affect his fortunes. Mr. Harrington was originally appointed by a Democrat, but he has subsequently served under both Republican and Democratic governors.

Just how a more radical political atmosphere may affect the trends in insurance supervision, nationally and at the state level, is something that will be closely watched. One important factor will be the attitude of the federal trade commission. In view of the fact that a Dewey victory had been expected, the possibility of FTC moving into important areas of insurance supervision at this time had not been seriously weighed, but now the picture there may change.

It could be expected that in a Congress of a radical makeup there would emerge proposals for federal insurance supervision that would not get serious consideration in a conservative Congress.

Insurance leaders, particularly in the life insurance end, of course, are mightily interested in how the public debt is managed and how the fiscal policies are shaped at the highest levels.

All in all insurance is extremely sensitive in many directions to changes in political fortunes and trends, and the surprising results of Tuesday's election is going to necessitate much fundamental reappraisal of both the short term and long term prospects.

Commissioner Sullivan was leading for reelection as Kansas commissioner two to one in a field of four. His closest competitor was Robert G. Mosier, Democrat, of Manhattan.

In the state of Washington 1,322 precincts out of 3,457 gave Commissioner W. A. Sullivan, Democrat, 140,329 and Fred I. Becker, Republican, 111,389, apparently assuring Mr. Sullivan's election.

One effect of the political change will doubtless be the repeal of the Gearhart resolution, which has kept the Treasury from declaring commission-compensated life agents to be employees and hence subject to social security.

LAA Hits New Peak in Attendance and Number of Exhibits

**A. M. Kennedy, Northwestern National, Is
Elected President**

By HOWARD J. BURRIDGE

An all time high in attendance and number of exhibits displayed was achieved by the Life Insurance Adver-



C. R. Noyes



A. M. Kennedy

tisers Association at its annual meeting held in Washington, D. C., last week and "dedicated to better understanding and service for life insurance agents, employees, policyholders, and the American public." C. Russell Noyes, Phoenix Mutual, who completed his presidential term at Washington, has had a successful and constructive administration. During the year L.A.A. has gained 11

NEW OFFICERS ELECTED

President—Alan M. Kennedy, Northwestern National Life.

Vice-president—H. A. Richmond, Metropolitan Life.

Treasurer—T. H. Tomlinson, Bankers Life of Iowa.

Secretary—R. William Archer, Southwestern Life.

Editor—Frank L. Schiorring, Columbian National.

Executive Committee—William L. Camp, III, Connecticut Mutual; R. B. Taylor, Jefferson Standard; H. Dixon Trueblood, Occidental; H. B. Brown, Imperial Life, Toronto, Canada; C. Russell Noyes, Phoenix Mutual.

company and 33 individual members, having now a total of 177 company and 344 individual members.

His successor as president, Alan M. Kennedy, Northwestern National, is one of the wheelhorses of L.A.A. He has served as vice-president, treasurer and chairman of the North Central Round Table as well as on several committees. His entire business career, which began in 1927, has been with Northwestern National, of which he is director of public relations. Mr. Kennedy will arrange to hold the 1949 meeting in the middle west, probably Chicago.

William L. Camp III, Connecticut Mutual, was this year's general chairman. One of his innovations was the "Breeze Club," a suite of rooms in the Mayflower where after meeting hours the weary could foregather and find refreshment, companionship and relaxation. It was a popular spot and will probably become a permanent feature of future L.A.A. meetings.

Mr. Camp provided all who attended

(CONTINUED ON PAGE 9)

Blue Cross to Organize Stock Insurance Company

Will Offer Uniform Rates and Benefits for Interstate Contracts

Plans to organize a national Blue Cross-Blue Shield insurance company were given the green light at the joint meetings of those organizations last week at French Lick, Ind.

The Blue Cross member organizations approved the proposals, but it is understood that action by Blue Shield was postponed pending further study. However, the Blue Cross will go ahead and organize a company under Illinois laws leaving the door open for Blue Shield to join at a later date.

The new organization will be a non-profit stock company designed to offer coverage to employees of national firms on a uniform rate and coverage basis. The stock will be held by the Blue Cross (and Blue Shield).

The purposes of the new organization are to provide an agency for nationwide enrollment of employees of firms operating in more than one state.

Blue Cross rates and benefits differ from state to state and the new organization would raise benefits in states offering less coverage to a uniform level. Thus, a firm operating out of Chicago could enroll all of its employees in Indiana, Ohio and other states on a single rate and standard benefit basis.

The insurance company will be operated by a board composed of Blue Cross (and Blue Shield) commission executives. Organization work will begin as soon as some of the minor changes suggested at French Lick are made.

The new company will confine its activities to supplementing Blue Cross and Blue Shield coverages, making it possible to give the same uniformity of benefits as those received under an insurance company group hospital or medical contract. In the statement of proposals offered at French Lick, it was emphasized that the primary purpose is to achieve uniform regulations for enrollment, membership and administration, as well as uniform rates for all employees of a firm regardless of residence and uniform minimum benefits for all employees regardless of residence.

Managers Group of Federal Confers with Home Office

The executive committee of Federal Life of Chicago's managers' association held its first meeting with executives at the home office, as a result of which a number of constructive suggestions were evolved and conditionally approved.

The association's officers constitute the committee, chairman being S. R. Cooper, association president. Other members, all of whom were present, are C. B. Erwin, San Antonio, and C. E. Reece, Los Angeles, vice-presidents; L. M. Sabin, Chicago, secretary, and S. A. Meacham, Kansas City, treasurer.

Home office executives who participated included Chairman Isaac Miller Hamilton; President L. D. Kavanaugh; Spencer R. Keare, executive vice-president and superintendent of agents; Glen W. Myers, vice-president and actuary; A. R. Thompson, secretary and associate actuary; Emery Huff, assistant superintendent of agents, and Herbert Jensen, agency secretary.

N. Y. Allows Only Minor Cuts Under N. J. TDB Plan

NEW YORK—At the request of the insurers affected Superintendent Dineen granted a reconsideration of the recent ruling banning lower rates for group A. & H. coverage under the New Jersey cash sickness law than were charged in New York for comparable coverage, but insists that any difference in expense rate on larger groups under a company plan is not significant, that economies would not amount to more than 5%, that in any event the reduction of 15% made by some companies cannot be justified.

"We think that the situation is largely the result of the practice on the part of companies writing this kind of insurance—in the interest of sound and conservative underwriting—of utilizing a rate structure which permits them to write practically all risks irrespective of size or class," Mr. Dineen says. "This means that if the initial rate is needed for some cases it may be redundant for others and vice versa. Generally speaking, the problem becomes more emphasized as the size of the group increases. The business has met this problem—and buyers understand it—by adjusting the net costs for the various groups by means of a dividend or rate refund, depending on the experience of the plan including the expenses thereunder. If lower initial rates were charged by reason of the grading of groups by number of lives, this would simply mean that in such cases smaller dividends would result. However, if this principle is adopted it should be applied uniformly, not arbitrarily, and not restricted to a single state. In the casualty business this situation has been met by the use of premiums graded by

size of risk. Apparently the industry has not considered this principle as suitable to the group accident and health business.

"This department in its effort to protect New York policyholders against rate discriminations does not wish to stifle experimentation nor do we want to discourage competition among private carriers and with state funds created under compulsory accident and health laws such as the New Jersey statute. If there are distinguishing features under the New Jersey plan which produce differences in expenses or claim experience or both, it would not be discriminatory to charge different rates in New Jersey as compared to New York. Illusory differences born of a desire to meet competition are not enough. The differences must be real and tangible—capable of substantiation by factual proof. Failure to observe this requirement might well expose the pricing policies of the business to a justifiable criticism.

"It has been suggested, however, that the compulsory feature because it requires approximately 100% participation will produce more favorable morbidity experience than under voluntary plans and that this distinguishes plans such as the New Jersey one from the voluntary plans in use in New York and elsewhere. In answer to this, we point out that for many years accident and health group insurance has been written under policies providing 100% participation, such as the non-contributory form. Further, many contributory groups have nearly 100% participation. With this background of experience it has not been demonstrated to us that there is any appreciable difference in the claim experience of 100% groups or nearly so than under groups with a lower participation sufficient to warrant any substantial reduction in the premium rate.

"Although the insurance benefits pro-

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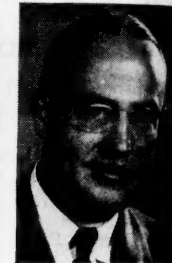
Medical Men Eye Effect of Disease on Underwriting

Dr. Dewis Elected President at Convention in New York

NEW YORK—Agents should not think that a cold, impersonal, and uncooperative conspiracy exists between the local examiners and home office doc-



F. B. Wilde



Dr. E. G. Dewis

tors calculated to find many and frequent reasons for declinations, Frazar B. Wilde, president of Connecticut General Life, stated at the annual meeting of the Assn. of Life Insurance Medical Directors here. Of all applicants, 95% are now being granted insurance, he said. Risk selection and proper pricing are the functions of the medical department, and maximum practical use must be made of all the machinery that modern scientific medicine can offer. Extra tests are constructive and in the policyholders' interest, he said.

Mr. Wilde was introduced by Dr. A. J. Robinson, medical vice-president of Connecticut General, and retiring association president.

The epileptic can be insured today at an extra rate, provided he is intelligent, cooperative, under the care of a capable

NEW OFFICERS ELECTED

President—Dr. E. G. Dewis, medical director, Prudential.

Vice-presidents—Dr. H. E. Ungerleider, medical director, Equitable Society; Dr. L. S. Ylvisaker, vice-president and medical director, Fidelity Mutual.

Secretary—Dr. H. B. Kirkland, associate medical director Prudential.

Treasurer—Dr. W. A. Reiter, vice-president and medical director Mutual Benefit Life, Newark.

Editor—Dr. J. R. Gudger, medical director, Mutual Life.

Executive council: Dr. K. W. Anderson, Northwestern National; Dr. E. W. Beckwith, Equitable Society; Dr. C. C. Birchard, Sun Life of Canada; Dr. L. H. Lee, Pacific Mutual; Dr. H. C. McAlister, Lincoln National, and Dr. J. B. Steele, Volunteer State Life.

physician, takes medication regularly, and adheres to the general regime outlined, Dr. Peter G. Denker, neuropsychiatrist at Bellevue hospital in New York City, said.

In the study of applicants for insurance and also disability benefit claims, the use of the electro-encephalogram, an electric recording machine of brain activities in various areas, is of great aid. The chances are approximately four out of five that if epilepsy is present it can be recorded diagnostically by this new procedure.

A new study of pulmonary tuberculosis (CONTINUED ON PAGE 7)



IT CAN BE A PLEASURE

Psychologists tell us that people do things because they like the results which accompany their action. They refrain from doing those things which bring unpleasant results.

In your business as a Life Underwriter, you must make it a pleasure for your policyowner or prospect to discuss his life insurance problems with you.

When you make your policyowner's and your prospect's interests your first consideration, you will have a pleased and satisfied policyowner and a much better prospect for new business.

A satisfied policyowner will always ask your advice and rely on it—he will buy additional Life Insurance from you.

Insurance in Force — September 30, 1948 — \$378,985,098

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

Metropolitan Will Demand NLRB Elections of Unions

Refuses to Bargain Until UOPWA Meets Non-Red Requirement

Metropolitan has officially indicated that it will terminate agreements upon expiration and engage in no bargaining with UOPWA-CIO until the officers of that union sign non-communist affidavits as required by NLRB under the Taft-Hartley law and thus qualify the union to prove it can in an NLRB election that it is still the choice of the agents. This is the same stand that Prudential has taken in respect to expired UOPWA agreements. President Leroy A. Lincoln expresses the Metropolitan view in a letter to agents in Connecticut, Michigan and New Jersey where the UOPWA contracts expire on Dec. 31.

Mr. Lincoln makes it clear that company refusal to enter into bargaining before NLRB elections are held applies also to other unions. In West Virginia and the District of Columbia, the AFL represents Metropolitan agents and in Minnesota the independent International Union of Life Insurance Agents is the bargaining agent. Though the officers of these unions have signed the non-communist affidavits, Metropolitan will still require them to submit to an election to determine that the agents still desire to be represented by them. The company indicates that UOPWA, which in all the other states is bargaining agent will face identical action on the variant dates on which these contracts expire.

In a notice to the UOPWA, Mr. Lincoln gave the following reasons for terminating the contracts and for refusing to enter into bargaining negotiations with the union:

Charges Non-Compliance

"We are informed that the officers of your organization have not complied with those provisions of the national labor relations act which require the filing of an affidavit by each officer of the union affirming that he is not a member of the Communist party or affiliated with such party, and that he does not believe in, and is neither a member of nor supports any organization that believes in or teaches the overthrow of the United States government by force or by any illegal or unconstitutional methods. We are unwilling to negotiate with any organization which has not complied with this wholesome requirement of the law.

"In any event, in view of the apparent dissatisfaction of agents respecting membership in the UOPWA and of many reports of withdrawal of agents from the union, we will not enter into negotiations unless it is determined, by an election, that a majority of our agents in Connecticut, Michigan and New Jersey presently desire representation and unless the national labor relations board so certifies.

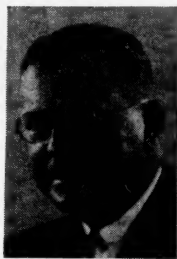
"Therefore, unless the required affidavits are filed and unless the UOPWA is certified by the national labor relations board, after an election duly held, as the bargaining representative for agents of this company in Connecticut, Michigan and New Jersey, we will not enter into bargaining negotiations."

As the various agreements with the UOPWA in the United States have different expiry dates, it is stated that, if similar conditions prevail at the expiration of such other existing contracts, identical action will be taken by the company.

Minn. Mutual Names Vincent in Boston

Minnesota Mutual has appointed F. Ronald Vincent as general agent at Boston. In this capacity he is connected with O'Brien, Russell Co. and has offices at 108 Water street, where the latter company carries on an extensive general insurance business.

Mr. Vincent has been San Antonio manager for Travelers for the past seven years. Prior to that he was field assistant and assistant manager at Dallas for 12 years. He is a past president of the San Antonio Life Managers Assn., the life underwriters association, and at the time of his appointment by Minnesota Mutual was a director of the Texas Life Underwriters Assn.



F. R. Vincent

Educators Aid L.O.M.A.

J. H. Kohlerman, educational director of L.O.M.A., told an instructors' seminar at San Francisco that City College of San Francisco is conducting a study class at the home office of West Coast Life and granting college credit and that many other colleges and boards of education will welcome the opportunity to help establish examination study classes. He said that if no faculty member is qualified to teach the course, an insurance employee can be found who will. Company representatives present included H. H. Buckman, John Forsyth and Noel Onstad, California-Western States; J. M. Croxal, Forest Lawn Life; E. J. Johnson, Golden State Mutual; C. F. Kelly, Occidental of California.

Prudential, Franklin, Union Mutual Win Sweepstakes in LAA Exhibits Contest

Winners of the sweepstakes plaques in the Life Advertisers Assn.'s exhibits

competition at the annual meeting in Washington, D. C., went to Prudential in group 1, Franklin Life in group 2, and Union Mutual in group 3.

Companies were divided into three groups based on amount of ordinary insurance in force, instead of four as was done last year. Exhibits were divided into 11 classes, the sweepstakes plaques going to the company in each group which scored the highest total number of points in the various classifications. George H. Kelley, New York Life, was chairman of the exhibits committee.

Results in the 11 classes were as follows:

Material to Motivate Agents—Group 1: Bankers of Iowa, Home Life of New York, Mutual Benefit Life. Group 2: Bankers of Nebraska, Berkshire, Central of Iowa. Group 3: Fidelity Life Association, National of Canada, Union Mutual.

Publications Addressed to Agents—Group 1: Connecticut Mutual, Provident Mutual, Union Central. Group 2: American National, Berkshire Life, Franklin Life. Group 3: Northern of Seattle, Protective, Union Mutual.

Prospecting or Pre-Approach Material—Group 1: Equitable Society, Massachusetts Mutual, New England Mutual. Group 2: Bankers of Nebraska, Business Men's Assurance, Great Southern.

Group 3: Girard Life, United States Life.

Sales Aids—Group 1: Connecticut Mutual, Equitable Society, Metropolitan Life. Group 2: American National, Bankers of Nebraska, Franklin Life. Group 3: Occidental of North Carolina, Old Line Life, Shenandoah Life.

Prestige and Good-Will Builders—Group 1: Connecticut Mutual, Northwestern Mutual, Travelers. Group 2: Fidelity Mutual, North American of Canada, Southland Life. Group 3: Home Beneficial Life, Life of Georgia, Union Mutual.

Policyholder and Public Relations Material—Group 1: Confederation, Connecticut General, Guardian Life. Group 2: General American, Imperial Life. Group 3: American Mutual, Fidelity Life Association, Northern of Seattle.

Magazines and National Circulation Advertising—Group 1: John Hancock, Prudential, Travelers. Group 2: Continental Assurance, Excelsior of Canada. Group 3: No awards—insufficient entries.

Newspaper Advertising—Group 1: Manufacturers, Mutual of Canada, Sun Life of Canada. Group 2: Continental Assurance, Excelsior of Canada, Imperial Life. Group 3: Beneficial Life, Life of Georgia, Shenandoah.

Insurance Journal Advertising—Group 1: New York Life, Occidental of California, Pacific Mutual. Group 2: Business Men's Assurance, California-Western States, Franklin Life. Group 3: Commonwealth, Girard, Northern of Seattle.

Recruiting Material—Group 1: Confederation, Equitable Society, New England Mutual. Group 2: No awards—insufficient entries. Group 3: Monarch Life.

Employee Relations Material—Group 1: New York Life, Prudential, Sun Life of Canada. Group 2: Continental Assurance, Imperial of Canada, Washington National. Group 3: No awards—insufficient entries.

Texan Refused License, Sues Insurers for \$15 Million

A damage suit of \$15 million has been filed in the U. S. district court in San Antonio by Homer B. Adams against 28 individuals and 23 corporations and associations, mostly insurance companies as a result of the state insurance commission's failure to renew his license to sell life insurance.

Mr. Adams alleges that the defendants are members of an illegal combination or conspiracy in restraint of trade and have combined to intimidate, coerce and boycott him in violation of the anti-trust laws. Mr. Adams requests an order restraining Commissioner Butler from enforcing statutes concerning issuing of licenses, which the plaintiff maintains to be unconstitutional.

Mr. Adams alleges that the unlawful agreement between the defendants restrained him from operating his insurance counseling business as a licensed insurance agent and as a building contractor. He alleges the defendants have conspired to maintain and fix the cost of an article of interstate commerce, have conspired to restrain free competition, commerce and trade in interstate commerce, thus creating a monopoly. He maintains that certain state insurance laws are unconstitutional.

To Have Television Station

Architectural and engineering plans for a television tower and transmitting station have been completed by architects for National Life & Accident, which owns and operates radio station WSM. The tower and station are estimated to cost \$300,000 and will bring the first televised programs to Nashville and middle Tennessee.

A Lot of Names

Stanley F. Transue, of Bethlehem, a member of our Joseph H. Reese Agency, says:

"I believe the most difficult part of any sale is to get a true picture of the prospect and his needs and then convince him to recognize that it is his problem and that our recommendation is his solution.

"I have never had much difficulty in getting an interview and my own most difficult personal problem is to constantly prospect. It is the same old problem that all of us are constantly faced with. Over a period of years we accumulate quite a prospect file. Many of the names should not have been put in the file in the first place, because they were never prospects and we just kid ourselves along. I am rather inclined to believe that this also applies to the new agent as he fills his prospect cabinet or card index with just a lot of names."

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THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

ALC Names State Vice-Presidents

President W. E. Bixby of Kansas City Life, president of the American Life Convention, has announced the appointment of 45 state vice-presidents who will be responsible for carrying out the policies and functions of the A.L.C. as they bear on local situations, legislative or otherwise. They are:

Alabama—Frank P. Stamford, president Liberty National. Arkansas—Elmo Walker, President Union Life of Little Rock. California—Howard J. Brace, vice-president and secretary Occidental Life. Colorado—W. L. Baldwin, president Security Life and Accident. Connecticut—Millard Bartels, general counsel Travelers. Delaware—Adolph A. Rydgren, president Continental American Life. District of Columbia—Howard W. Kacy, 1st vice-president Acacia Mutual.

Florida—S. Kendrick Guernsey, vice-president Gulf Life. Georgia—J. Lon Duckworth, general attorney Life of Georgia. Illinois—Rollin M. Clark, 1st vice-president and secretary Continental Assurance. Indiana—E. Kirk McKinney, president Jefferson National Life. Iowa—E. M. McConney, president Bankers Life of Iowa. Kansas—H. O. Chapman, president National Reserve of Topeka. Kentucky—Morton Boyd, president Commonwealth Life. Louisiana—S. S. Goldman, general counsel Pan-American Life.

Maine—Rolland E. Irish, president Union Mutual Life. Maryland—Stanford Z. Rothschild, president Sun Life of Maryland. Massachusetts—Byron K. Elliott, executive vice-president John Hancock. Michigan—L. J. Treanor, vice-president Michigan Life. Minnesota—H. P. E. Skoglund, president North American Life & Casualty. Mississippi—W. Calvin Wells, vice-president and general counsel, Lamar Life. Missouri—Powell B. McHaney, vice-president and general counsel, General American Life. Montana—R. B. Richardson, president Western Life of Montana.

Nebraska—W. W. Putney, president Midwest Life. New Hampshire—John V. Hanna, president United Life and Accident. New Jersey—Richard B. Evans, president Colonial Life. New York—Frederick D. Russell, president Security Mutual of Binghamton. North Carolina—Julius C. Smith, vice-president and general counsel Jefferson Standard. North Dakota—Otto Haakenstad, president Western States Life. Ohio—George W. Steinman, president Midland Mutual Life.

Oklahoma—Johnson D. Hill, president and treasurer Atlas Life. Oregon—Raymond R. Brown, president Standard of Oregon. Pennsylvania—Jay N. Jamison, executive vice-president Reliance Life. South Carolina—Francis M. Hipp, president Liberty Life. South Dakota—F. L. Bramble, president Midland National. Tennessee—Douglas Henry, general counsel National Life and Accident. Texas—W. C. McCord, president Southland Life. Utah—George J. Cannon, executive vice-president Beneficial Life. Virginia—Paul Buford, president Shenandoah Life. Washington—D. M. Morgan, president Northern of Seattle. West Virginia—Frank K. Rader, president Conservative Life. Wisconsin—James H. Daggett, president Old Line Life. Ontario—J. G. Parker, president and managing director Imperial Life. Quebec—Arthur B. Wood, president Sun Life of Canada. Manitoba—H. W. Manning, vice-president and managing director Great-West Life.

Hanley to Be Speaker

Joe R. Hanley, lieutenant governor of New York, will be the principal speaker at the annual luncheon of In-

surance Federation of New York, Dec. 1 at the Hotel Commodore.

Robert V. Branion, manager of the eastern department of Zurich, is chairman of the luncheon committee. The affair is the largest insurance luncheon in the state and advance registrations this year indicate an attendance better than 1,500.

To Review Group

NEW YORK—The hearing on group life and other lines which the life committee of the National Assn. of Insurance Commissioners is holding at the New York department Nov. 4-5 will, it is understood, treat among other things the use of group retention letters which are used with certain insured by companies writing group accident and health. In them the company guarantees that it will retain only 15% of the premium. Another topic will be the model group life bill.

The Life Supervisors Assn. of New York City at the Nov. 9 meeting at the Williams Club will hear Stuart A. Monroe, assistant manager of the Miner agency of Equitable Society in New York City.

Moorhead U. S. Life Vice-President

NEW YORK—E. J. Moorhead has resigned as actuary of L.I.A.M.A. to become vice-president of United States Life. He will work closely with President Richard Rhodebeck and "will assume many of the important administrative duties connected with the executive functions of that office," the announcement states.

Born in Winnipeg, Mr. Moorhead graduated from the University of Liverpool, England, and immediately joined the Great-West Life's actuarial department, where he also gained experience in the agency investment and accounting departments. Later he became assistant actuary. He joined L.I.A.M.A. as consultant in the company relations division in 1945. He has taught in its management schools and written several as-



E. J. Moorhead

sociation publications. He became actuary in 1946. Early this year he was also elected an officer and has concentrated on cost and compensation research as well as working with actuaries of member companies. He is a fellow of both actuarial organizations and a member of the Life Office Management Assn. examinations committee. He headed the Winnipeg Junior Chamber of Commerce in 1943.

Cites Growth of Options

NEW YORK—Roy Forshay, policy planning attorney of Home Life of New York, told the insurance group of the New York chapter of the Special Libraries Assn. that life insurance benefits set aside as future deferred payments has grown from \$19 million in 1920 to \$625 million in 1947. The 1947 figure represents 44% of total benefits, compared with 5% in 1920. In Home Life's settlement agreement department there are nearly 20 times as many people as were required only a few years ago. The law department has a broadened area of study to avoid ambiguities and draw agreements that conform to the laws of the various states. Other departments also feel the effects of the great bulk of income settlements now being made.

"Open Sesame!" ...



... was a great door-opener to Ali Baba and the Forty Thieves. But the great door-opener today is The Prudential's Modified Life 5 policy — because the premium for the first five years is only ONE HALF the rate after that.

Mr. H., for example, needed \$10,000 worth of protection but felt that he could not afford more than \$5,000 until he had an opportunity to increase his earning power. With the "Modified 5" he was able to own the \$10,000 plan and still stay within his life insurance budget.

The "Open Sesame" to clients is—

THE PRUDENTIAL'S MODIFIED LIFE 51



THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

a mutual life insurance company

HOME OFFICE, NEWARK, N. J.

WESTERN HOME OFFICE, LOS ANGELES, CALIF.

G. S. Van Schaick Joins Ignatius Law Firm in N. Y.

George S. Van Schaick, former superintendent of insurance of New York, who recently retired as vice-president of New York Life has returned to the practice of law as a member of the New York City firm of Ignatius, McFadden & Catalano. Milton B. Ignatius, Jr., son of the senior partner, has also become a member.



G. S. Van Schaick

Mr. Van Schaick became superintendent of insurance in 1931, serving until 1935. A year later he joined New York Life as vice-president in charge of real estate and mortgage loans. Before becoming superintendent he practiced law at Rochester, N. Y. for 25 years. He is a graduate of St. Lawrence University and received his law degree from Yale in 1907 magna cum laude. He was an editor of the Yale "Law Journal." The University of

Rochester conferred the doctor of laws degree on him in 1938.

Milton B. Ignatius, Jr., graduated from Princeton in 1941 and Columbia law school in 1947. He was in the army during the war.

General American Appoints E. E. Walker at Carthage

Earl E. Walker has been appointed general agent in Carthage, Mo., for General American Life. He has had 19 years of life insurance experience. He is president of a Carthage park board and a former city alderman. Mr. Walker was formerly with Metropolitan Life as agent and for the last few years as assistant manager. His personal production last year was \$254,000.

Kline Joins N. Y. Department

George H. Kline of Syracuse has joined the New York department to assist in handling statistical and legal work. A graduate of Syracuse University law school, he is a veteran and earlier was a municipal bond analyst with Dun & Bradstreet.

Eagle National Life of Cincinnati has been admitted to Oregon.

Foster, N. Y. Life's Economist, Dies

NEW YORK—Stephen M. Foster, economic adviser of New York Life, died Wednesday after being critically



STEPHEN M. FOSTER

injured when he fell from his horse while riding on his estate at Kings Point, L. I.

Mr. Foster had been with New York Life since 1941 and for 10 years previously was an economist with City Bank Farmers Trust Co., New York, specializing in analysis of the movement of money rates, bond and stock prices and general economic activity. He was on the faculty of Columbia University and conducted courses at the American Institute of Banking. His father was American consul-general at Ottawa for 30 years.

Alliance Life Expands Home Office Space

Because of the growth of its home office staff, Alliance Life of Chicago has rented space in the Walgreen building at 755 N. Michigan avenue, across the street from its executive offices. The new building affords additional space of 5,500 square feet, with latest lighting facilities and air conditioning equipment. The reinsurance division, medical department, and bureau of issue have been assigned space there.

New York Life Now Paying Claims Under \$5,000 Locally

New York Life is now handling a majority of its cash settlements in branch offices by local bank check instead of from the home office. Most claims amounting to \$5,000 or less are now paid promptly by the branch after receipt of proofs of death.

Johnson with Continental

NEW YORK—Frank X. Johnson has been appointed field superintendent of the eastern department of Continental Assurance. He will assist A. B. Morrison, eastern superintendent of agents. For three years he was with Gulf Oil Co. as sales training manager, then in 1942 went with Travelers as a field assistant. Following navy service he returned to Travelers.

Farm Bureau Tenn. Plans

COLUMBIA, TENN.—Farm Bureau plans for both life and fire insurance are expected to be advanced at the annual meeting of Tennessee Farm Bureau Federation here Nov. 14-17. A. E. Richardson, director of Country Life, will be one of the speakers.

Mutual Trust Adds Two General Agents

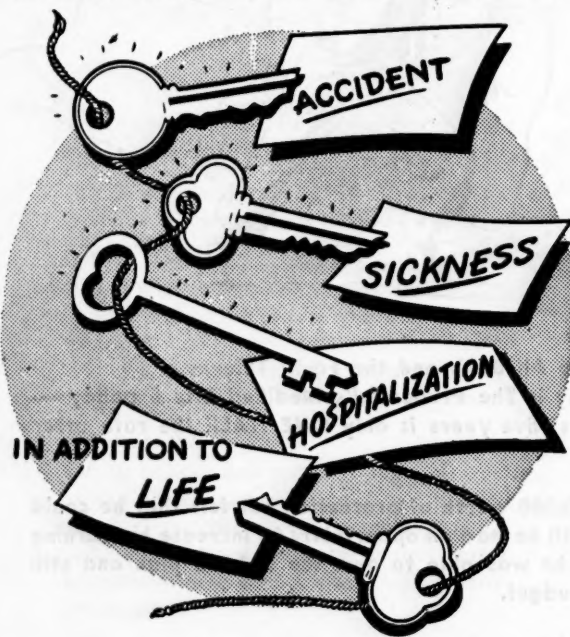
Mutual Trust Life has opened a new agency in Madison, Wis., with Carl J. Homann as general agent. He has been manager of the life department of the Reitan-Lerdahl agency there, which will continue to act as a Mutual Trust general agency.

Mr. Homann joined Mutual Trust in Milwaukee in 1936 after 10 years of life insurance experience. A few months later he went to the Madison post. He is a past president of the company's general agents' association.

The company has also appointed John F. Regan as general agent in Newburyport, Mass. He has been an agent of John Hancock for the last two years and before that was in sales work outside the insurance business.

Henry P. Blair, late president of Equitable Life of Washington, D. C., left an estate of approximately \$182,000 to his law partners, Arthur Hellen, Clyde D. Garrett and Frederick M. Bradley, who were associated with him many years.

ANOTHER DOOR OPENER! OUR MEN NOW OFFER:



A Company You Can Proudly and Profitably Represent
—Ask Us To Show You—

The Progressive
**GUARANTEE MUTUAL
LIFE COMPANY,**

OVER \$259,000,000
IN FORCE

OMAHA, NEBR.
Organized 1901

OPPORTUNITY

94 of the 115 men
in managerial positions in The Life Insurance Company of Virginia's field organization entered the employ of this company as agents.



LIFE
Insurance Company
of
VIRGINIA

Established 1871
Richmond, Va.
Robert E. Hensley, President

Eye Effect of Disease on Underwriting

(CONTINUED FROM PAGE 2)

sis mortality, Pearce Shepherd, vice-president and associate actuary of Prudential, said, indicated that though the earlier the disease is discovered and the longer the period of recovery, the better may be the mortality, it is a disease accompanied by a heavy mortality at any age.

A group of 20,000 policyholders was the basis of the study described by Mr. Shepherd. The mortality in the middle and older age groups is surprisingly heavy, which is counter to previous studies. Former studies have led actuaries to regard the disease as a problem confined to young ages, but it is a serious disease at all ages.

Dr. Harry Dingman, vice-president and medical director of Continental Assurance, said the economic loss caused by tuberculosis in the United States amounts to \$750 million annually in hospital, nursing, medical care and loss of wages.

To most of the 2½ million persons in this country having them, orthopedic impairments do not seriously threaten life expectancy and they can be insured at standard rates, Dr. James P. Donegan, medical director of Guarantee Mutual Life, declared. In the cases of the paralysis following poliomyelitis, policies can be written at standard rates, except where major impairment of function exists.

In his discussion of chronic inflammation of the gall bladder, Dr. J. Gilbert Falconer, medical referee of North American Life of Canada, advised underwriters to overlook cases which appear to be mild functional indigestion.

DIGESTIVE DISORDERS

"It is probable," he said, "that the large majority of cases which are labeled chronic gall bladder disease without stones are in fact functional digestive disorders with nervous indigestion as the immediate cause of distress."

It is reasonable to assume that 10% of all policyholders will develop ulcers at some time after issuance of their policies, Dr. McLeod C. Wilson, medical director of the Travelers, stated.

In a discussion of Dr. Wilson's paper, Dr. H. Clive McAlister, medical director of Lincoln National Life, reported on a study of ulcer made by his company 1931-1945 which shows that fundamentally the ulcer constitution has a low mortality.

Asthmatic Cases

Pointing out that the majority of asthma cases are due to allergy caused by specific proteins, molds, dusts, smuts, rusts, and bacteria in the air, Dr. B. T. D. Schwarz, vice-president and medical director of Bankers National Life, advised a change in environment or climate for those afflicted.

Dr. R. L. Weaver, associate medical director of Penn Mutual, suggested a schedule of proposed ratings for osteomyelitis, not tuberculosis, for the consideration of medical directors.

The net life expectancy of men working in Atomic Energy Commission installations should be better than for workers in the chemical industry at large, Herbert M. Parker, director of the General Electric nucleonics project at Hanford Works, Richland, Wash., said. Extra medical care is given to the great majority of radiation workers, including a high degree of pre-selection, he pointed out.

Atomic energy and its application to medicine was discussed by Dr. W. Edward Chamberlain, professor of radiology in the medical school of Temple University, Philadelphia.

As medical science learns more about how to control diseases of older people it might also give attention to possible methods of prolonging vigor and economic usefulness, Dr. Tinsley R. Harrison, Southwestern Medical College,

Dallas, stated in his talk. Progress has been made in recent years in the cardiovascular field, but the greatest advances in the general field of degenerative diseases have occurred with diabetes and pernicious anemia, he said.

Dr. Lauritz S. Ylvisaker, Fidelity Mutual Life, said in many cases incipient disease in applicants had not been detected and insurance had been granted to those who soon developed and died of cancer or heart disease.

Dr. Howard A. Rusk, of New York University, spoke on the use of dynamic therapeutics in chronic disease.

Case Western Iowa Manager

Meredith Case of Des Moines has been appointed division manager for the western half of Iowa for Bankers Life & Casualty. He formerly was with National Benefit Life.

United States Sugar Corp. borrowed \$2½ million from Mutual Life on 11-year mortgage bonds and \$1½ million from Provident Mutual on serial notes.

As "Society of Actuaries" Was Created



Photographed at the French Lick Springs joint meeting of the Actuarial Society of America and American Institute of Actuaries: left to right, Horace R. Bassford, vice-president of Metropolitan Life, president of the society; President E. M. McConney of Bankers Life of Iowa, who will head the newly formed Society of Actuaries, and J. Gordon Beatty, chief actuary of Canada Life, president of the institute.

Law Firm Reorganized

The Indianapolis law firm of Slaymaker, Merrell, Locke & Reynolds has dissolved partnership and is succeeded by Slaymaker, Locke & Reynolds, composed of Burke G. Slaymaker, Theodore L. Locke, Hugh E. Reynolds, Emerson

Boyd, William B. Weisell and Charles J. Barnhill.

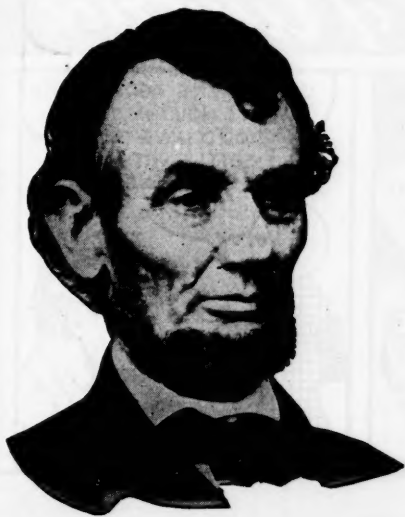
Clarence F. Merrell, former member of the firm, who recently returned from Nurnberg, Germany, where he served as a member of the United States tribunals, has resumed the practice of insurance law at Indianapolis.

Flexible Family Income Plan

The LNL career underwriter likes to present his Company's Family Income Plan because it is flexible.

1. The Special F. I. rider may be added to *many* types of LNL policies, including Retirement Plans.
2. The rider has liberal *conversion* privileges.
3. A *clean-up fund* may be provided or omitted, as desired.
4. The plan may provide a monthly income of *either* \$10.00 or \$15.00 per \$1,000 of principal contract. This unusual feature allows 50% more income for the same amount of basic contract.

The flexible service which LNL agents can offer through their Company's Family Income Plan provides another reason for our proud claim that LNL is geared to help its field men.



Its Name Indicates Its Character

The
LINCOLN NATIONAL
LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

A BENEFICIAL THOT

Life Insurance brings freedom!

To the breadwinner, freedom from worry To the widow and her children, freedom from want To the aged, freedom from dependency And to all Americans, life insurance can bring freedom from economic insecurity.

Yours is a message of freedom to a people that believe in freedom.

BENEFICIAL LIFE
INSURANCE COMPANY

George Albert Smith, President

Salt Lake City, Utah

Hughes to Miss. for Mass. Mutual

E. W. Hughes, general agent of Massachusetts Life in Chicago since 1937, will on Jan. 1 become Mississippi general agent for the company with headquarters at Jackson. Mr. Hughes has asked for transfer to Mississippi both because it is his native state and because he suffers from asthma in the Chicago climate.

Mr. Hughes joined Massachusetts Mutual in 1918, as a district agent at Jackson, Tenn., under the Nashville agency, following his discharge from the army. In 1919 he became manager of the Nashville agency's Memphis branch. He became general agent at Rochester, N. Y., in 1922 and in 1936, when Chester O. Fischer went to the home office as agency vice-president, Mr. Hughes succeeded him as general agent in St. Louis. A year later, on the death of Norris D. Bokum, Mr. Hughes took over the former Bokum & Dingle agency.

Mr. Hughes is a past president of the Rochester and Chicago life managers associations. Before going into the army he was a partner in the O. J. Nance Co. in Jackson, Tenn.

Massachusetts Mutual will announce a successor to Mr. Hughes in Chicago shortly.



E. W. Hughes

Allow Only Slight Cut for N. J. TDB

(CONTINUED FROM PAGE 2)

vided under the New Jersey plan are compulsory as compared to similar insurance written on a voluntary basis in New York, it seems to be agreed that the reduction in premium rates approximating 15% cannot be justified solely by reason of the difference in expenses incurred, exclusive of commissions and taxes in the two plans.

"It is agreed that certain economies are possible under a compulsory plan in the collection, administrative and installation expense, particularly in the case of smaller groups and such economies may be given effect in the premium rate. It was generally agreed by the representatives of the interested companies that the difference in overall expense (including first year and renewal expenses) might reach 5% of the premium. Even if it may be shown that there may be a greater difference when first expenses alone are compared, this would not be a proper basis for the reduction of premium rates. According to the information submitted, any difference in expense rate on larger groups under a compulsory plan and not a self-administered plan is not significant.

"A number of companies have made quotations on the basis of reduced rates under the compulsory plan of New Jersey without extending similar treatment in New York. As to applications taken and quotations made at lower rates, I cannot recognize that such actions are in compliance with the law as interpreted by the aforementioned opinion unless such premium reductions are consistent with the views expressed herein."

FTC Complexion Changes

WASHINGTON—Robert E. Freer, chairman of federal trade commission, announces he will resign in December and practice law. He was appointed to FTC as a Republican by the late President Roosevelt in 1935 and has received two reappointments, the last one to a term which expires in 1952.

Mr. Freer has taken an active interest in the matter of FTC jurisdiction over insurance under public law 15. The FTC legal division has charge of a survey and study of mail order insurance matters.

Quinton on Pacific Mutual Board

Harold Quinton, executive vice-president and director of Southern California Edison Co., has been elected a director of Pacific Mutual Life.

Reliance Has CLU Chapter

A Reliance C.L.U. chapter was formed at the recent national convention of Reliance Life. Wilson Slick, manager at Johnstown, Pa., and Reliance's first C.L.U., is president. Edward E. Keller, manager at San Francisco, is vice-president and Jack E. Rawles, director of training at the home office, is secretary.

Mr. Rawles announced the addition of a C.L.U. preparatory course as part of Reliance training program which also includes an agents training course, a career course and regional schools.

Interstate Securities of Kansas City has borrowed \$2 million from Mutual Life on 3½% promissory notes due from 1950 to 1954.

THE *Guardian* LIFE INSURANCE COMPANY of America

PRESENTS:



LAA Hits a New Record in Attendance

(CONTINUED FROM PAGE 1)

the business sessions with a three-ring binder which contained the program details in loose-leaf form. The remarks of each speaker were mimeographed, punched and could be inserted in the binder, thus providing a complete and permanent record of the proceedings.

Charles R. Corcoran, Equitable Society, presided at the opening session which got underway after greetings by President C. Russell Noyes, Phoenix Mutual, and an outline of what was to come by the program chairman, William L. Camp, III, Connecticut Mutual. Giving his talk the same title as used in a recent Columbian National Life advertisement, "More Strings to His Bow," George P. Shoemaker, general agent Provident Mutual, New York, told what he thought advertising departments of life companies might and should provide to both new and experienced agents. He was specific and detailed. Beginning with the prospective agent, he said that early in the recruiting process he should be given a booklet or leaflet containing general information about life insurance. In addition, he should receive full information about the individual company and agency, and during the second interview he should see the agency recruiting book. The one used in Mr. Shoemaker's agency contains the answers to the prospective agent's questions and data about earnings, opportunities and sales aids.

In addition, Mr. Shoemaker advocated the use of announcement letters when the agent is appointed; pre-approach and post-approach letters after he is in production; proposal and illustration forms; leaflets and booklets; direct mail; gadgets; national advertising; public relations. He concluded with an outline of how the advertising department might try to fit in from the field man's standpoint.

Weidenborner Leads Symposium

Mr. Shoemaker's suggestions formed the basis for the symposium that followed of which Frank F. Weidenborner, vice-president Guardian, served as chairman. The participants were William C. Gentry, New England Mutual; H. M. Kennedy, Prudential; Ward Phelps, Mutual Life, and Robert Sampson, Mutual Benefit Life. Under questioning by Mr. Weidenborner, this group exhibited and described material, used by their companies, of the kind mentioned by Mr. Shoemaker. What they said and showed was, in effect, an answer to Mr.

Shoemaker. Mr. Weidenborner's pacing of the panel was brisk, his questions incisive, and he gave a particularly clever and inclusive closing summary. The first morning activities were concluded with a short business session at which officers were elected and committee reports read.

John H. Warner, Aetna Life, presided at the second session, at which George H. Kelley, New York Life, chairman exhibits committee, presented the exhibits awards. There were 237 exhibits boards, an increase of 33 over last year and more than ever shown previously. They stretched the entire length of the Mayflower hotel's promenade along both walls and down the center for half a city block. To many they were as always the most interesting feature of the meeting. They included so many individual pieces of material that the number of judges had to be increased from five to 12. A panel of three judges commented on the exhibits. They were Paul H. Bolton, public relations counsel; John H. Smith, Jr., advertising and sales promotion manager Bureau of National Affairs, and Charles W. O'Donnell, manager Guardian Life, Washington, D. C., who spoke from the field viewpoint.

V. B. COFFIN TALKS

W. D. Molitor, director of sales Edward Stern & Co., discussed trends in graphic arts and Vincent B. Coffin, vice-president Connecticut Mutual, had as his topic "From the Viewpoint of Management." Mr. Coffin made this comment on the work of the life advertiser: "Anything which you may devise to aid in distribution or conservation lends importance to your work. When something of yours helps a policyholder decide to keep his policy, or urges an agent to get a prospect, or stimulates a manager to seek a good recruit, then in these simple ways are you making a tremendous contribution to the cause."

"While this is your vital field, you need not limit yourself. In my judgment, the whole company should be your oyster. You contribute similarly when you assist the actuary in explaining his necessary dividend cut in layman's language, when you prepare blotters for the farm loan man to send to his clients, when you help the medical director work out a readable manual

for his local examiners, when you devise a direct mail program for your city loan department. What a glorious opportunity is yours to make intelligible the complex in this far too technical business of ours."

The president's reception in the evening was followed by a buffet supper. Both were heavily attended and marked by informality and good fellowship. Charles E. Crane, assistant to the president National of Vermont, opened the second day's meeting with what were listed in the program as "A Few Morose Remarks." It has become an L.A.A. meeting tradition that Mr. Crane shall get the second morning's meeting underway. He tossed off anecdotes, New England wit and Vermont philosophy in his individual and effective style.

Chairman Arthur F. Sisson offered a well packed program. L. Byron Cherry of General Electric spoke on "The G.E. Program." H. G. Kenagy, vice-president Mutual Benefit Life, discussed "The Role of the L.A.A. in the Field of Employee Relations." He told of the letter-writing clinics which Mutual Benefit has been holding for home office employees for over a year and the improvements they have produced in the company's correspondence.

Policyholder Relations Panel

W. A. Hand, supervisor field service Confederation Life, was chairman of the panel on "What's Going on in the Field of Policyholder Relations?" His panel associates were Mary Barber, assistant vice-president Penn Mutual; Harold B. Brown, advertising manager Imperial Life, and Seneca M. Gamble, advertising manager Massachusetts Mutual. Miss Barber told of the Penn Mutual's policyholders' meetings; Mr. Gamble outlined the work of his company among juvenile policyholders, and Mr. Brown related the features of the Imperial's policyholders magazine, saying that it is currently consuming 20% of the company's advertising appropriation. The session was concluded with the showing of a film on the Metropolitan Life's business operations.

At the final session, Harry Barsantee, supervisor news bureau Travelers, spoke on "How to Win Friends Among Reporters and Editors." He outlined simple rules for the preparation of releases in a form acceptable to editors, and mentioned the differences in the techniques of preparing releases for daily newspapers, trade papers and the radio.

USE OF RADIO

Leslie R. Shope, advertising manager Equitable Society, who spoke on "Radio as a Member of the Sales Team," played phonograph records of and commented upon excerpts of the first broadcast of the Equitable's "This Is Your F.B.I." series.

John Caples, vice-president Batten, Barton, Durstine & Osborn, explained various methods of copy testing. He said that after 20 years of copy testing these have been found to be the best methods for getting results: Use headlines or illustrations that select the right audience; make the advertisements easy to understand, believable, and specific; feature the company name; promise quick results; make each advertisement a complete sales talk; and appeal to the reader's self-interest.

At the farewell luncheon, the new officers were installed. Gavelts were presented to the 14 former presidents including Nelson A. White, Provident Mutual, who was the first head of the organization. The luncheon speaker was Bryan Houston, director of information economic cooperation administration.

Penn Mutual Fetes Stars

Penn Mutual Life held a quarterly meeting for its President's Club for New Organization. Each man in his first year had produced and paid for, by volume or lives, more than any other man in the company who began during

the same month. They were welcomed to the home office by Eric G. Johnson, vice-president, and officers of the agency department. They were presented to President John A. Stevenson who gave a luncheon for them and were given a two days view of operations.

The members feted were George E. Hanson, Shelly, Minn.; O. D. Calhoun, Colby, Kan.; Henry H. Kingston, Rochester, N. Y.; Carl E. Patterson, Atlanta; Frederick A. Burton, New York; Ralph H. Seigler, Anderson, S. C.; Alfred H. Dupuy, Birmingham; Paul B. Cordner, North Canton, O.

O'Brien Heads Berkshire Drive

James B. O'Brien, general agent for Berkshire Life at Albany, N. Y., is campaign director of the annual Berkshire Boosters campaign which runs until Nov. 26. General agents assisting Mr. O'Brien are George N. Matthews, Buffalo; Walter C. Doll, Cincinnati; Joseph W. Fox, Jersey City; S. Samuel Wolfson, New York City, and Raymond F. Thorne, New York.

President M. C. Reese of First National Life of Phoenix talked at a meeting of home office employees and field men on the new insurance legislation passed at the recent special session of the Arizona legislature.



WHAT HAPPENS WHEN A SOLE PROPRIETOR DIES?

For purposes of the law, there exists no distinction between the assets and the debts of John Jones, business owner, and John Jones, man. Thus it often comes about that the business which the family had expected would provide its livelihood in the event of the death of the owner actually becomes a liability which robs them of even the balance of the estate. Here is a serious situation—yet a common occurrence. Fortunately, it can be rectified if the proper steps are taken BEFORE the owner's death.

Our attractive 16-page booklet, "DON'T MAKE Y-O-U-R FAMILY ADVERTISE," is designed to sell your prospect on the idea: Create Your Buyer Now!

We have made up a special package of material for those who want the best possible sales tools for selling business insurance. It consists of booklets on Keyman, Sole Proprietor, Partnership, and Stockholders — PLUS proposal forms and 2-color, visualized presentations for use with prospects.

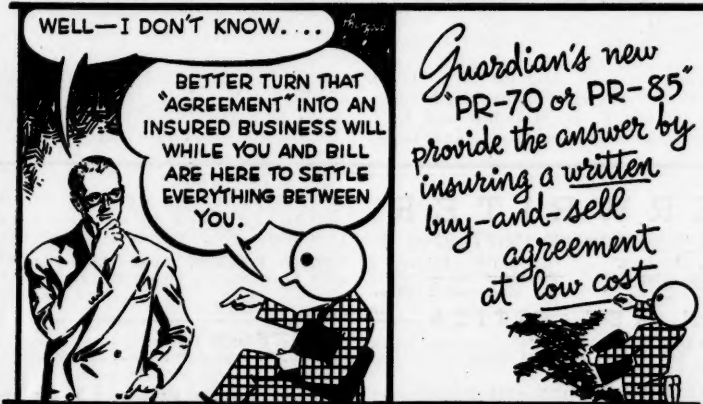
IF INTERESTED, SEND FOR OUR "GET ACQUAINTED" PACKAGE. \$3.25.



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

JOHNNY GRAPH-ESTATE in "THE CASE OF THE GENTLEMAN'S AGREEMENT"



Guardian's new
PR-70 or PR-85
provide the answer by
insuring a written
buy-and-sell
agreement
at low cost

EDITORIAL COMMENT

Bettering the Odds in Picking Leaders

The decision to give the nominating committee of the National Assn. of Life Underwriters an entire year, rather than six months, in which to make its choice of candidates serves to emphasize the care with which these selections must be made and should make it even more certain that the best leaders in the business will be put up to the N.A.L.U. electorate to vote on.

Perhaps the most important way in which the one-year basis operates, however, is in calling attention to the fact that the committee is set up and open for business and that it would be well for local and state associations who feel they should have a trustee from their localities on the board to get busy and seek out their best prospects and get them to run.

In fact, it may be a lot easier to find the best man in a locality than it is to get him to run. Having a year to do this job means that there will be little chance for misunderstanding. There have been times that local or state associations have put forward candidates

without their man having given his firm consent. Sometimes these associations have found themselves high and dry, without a candidate and without time in which to rustle up an acceptable substitute.

By getting an early start a local association can be sure of getting the best man who will run and the added time may well mean the difference between persuading a man to run and having to take "no" for an answer. Men of the caliber who are desired for national trustees realize the responsibilities of the office and should not be expected to accept them without time to consider all the factors involved.

The National Assn. of Life Underwriters is an organization in which the office should seek the man, rather than vice-versa. With a year in which to do the seeking, local associations will have time to "sell" their best men rather than putting their efforts into ballyhooing the qualifications of less talented favorite sons who haven't much to offer except availability.

Field and Home Office Partnership

That an insurance company and its agents are engaged in what amounts, in practice, to a partnership endeavor, is being recognized, in an orderly and constructive way, through advisory conferences of field men and home office executives. An example of this is Metropolitan Life's yearly managers' advisory conferences at the head office, the third of which recently was completed.

One thing that can put a strain on any relationship is the inability, because of lack of information, of one partner to understand and therefore appreciate the difficulties that beset the other partner. The interchange on specific suggestions of change, which is typified by the Metropolitan Life conference, goes far to remove any cause for misunderstanding between field and home office. For example, Metropolitan Life managers review with home office executives factors which affect the company's relations with policyholders, both those factors for which the field force is responsible and those for which the home office must account. The conferences review the competence of the agency staff, promptness of home office response to field requests, home office services such as sales promotion, field training, health and welfare plans, national advertising, etc.

Managers are urged to discuss and bring to the attention of the home office any items they think need executive consideration. The suggestions are worked out by managers committees, broken down in order to handle more efficiently into five major fields—general, production clubs and trophy awards, industrial, ordinary, and accident and health. These suggestions after being worked out in committee are then taken up in conference with management and are given thorough consideration. Definite disposition is made of them: The suggestion is acted upon, it is scheduled for further study, or it is set aside. In the case of the latter two courses, specific reasons are presented for the action taken.

A suggestion to earn submission to company executives usually requires a majority vote of the managers on any one of the committees, although there are exceptions. This guarantees that the suggestions that do come to the floor will be important and of general interest and applicability. Under this kind of program, management gets a more realistic understanding of the problems in the field. For example, it was suggested that the company modify its limitation on insurance on wives. The cost of final expenses, including

funerals, has increased so much, that managers believe the company limit should be higher in order to accord with current circumstances. A change of this kind, managers believe, would be helpful to the field force and assist agents to provide improved service to policyholders. This question was put under further study.

Another recommendation was that radio broadcasts include the name and location of the district office as a place where literature can be obtained. At present listeners are referred to the radio station only. The company indicated it would look into this to see if it were feasible. Another suggestion was based on the growing responsibility of managers and the need for training them adequately before they assume dis-

trict responsibilities. The managers suggested a course of training for new managers. This also is now under consideration.

The life insurance business has grown to the point where it is not always easy for those in the field to secure direct contact with executives on certain types of issues as frequently as they might like; and it has grown to the point where company executives cannot always make their points adequately by individual visits to the field. The conference between top management in a large company and representatives from the field is an important addition to the means by which more effective functioning can be achieved, and will, it is likely, be used more and more as time goes on.

PERSONAL SIDE OF THE BUSINESS

M. T. Navin, general agent of Minnesota Mutual Life in Chicago, has been in Little Company of Mary Hospital at Evergreen Park for observation.

Gen. C. R. Boardman, one of the founders and for many years president of Wisconsin National Life, observed his 88th birthday Oct. 28. A family dinner at his home marked the event. His son, Robert P. Boardman, is now president of Wisconsin National.

Lester O. Schriver, of Peoria, Ill., general agent of Aetna Life, held his annual luncheon there last Saturday during the sales congress. For many years he has tendered this luncheon for his agency staff and guests at the fall gathering of life men. Among those attending this year were Clifford H. Orr, president of N.A.L.U., and his wife; J. E. Rutherford, executive vice-president of N.A.L.U.; H. P. Gravengard of the D.L.B. service at Cincinnati; Louie E. Throgmorton, agency director and executive vice-president of Lee National Life, Shreveport, La.; Joy M. Luidens, executive secretary Chicago association, and P. B. Hobbs, past president of N.A.L.U. and the Illinois association, and Chicago agency manager Equitable Society. Mr. Schriver also is a past president of both organizations.

George F. B. Smith, agency vice-president of Connecticut Mutual, has been named president of the Hartford Better Business Bureau.

H. H. Hensold, Northwestern Mutual, Danville, has become a grandfather, with the birth of a child at Cottage Hospital there. The parents are Mr. and Mrs. H. H., Jr. Mr. Hensold's son is with the business development department of University of Illinois.

Fred E. Dionne, manager at Lawrence, Mass., for Prudential for 16 years, celebrated his 30th anniversary with that company.

G. E. Steigerwald, manager of the Prudential ordinary agency at Indianapolis, will lead a contingent from his office to the business conference of the company at Los Angeles Nov. 19-20. Those who will accompany Mr. Steigerwald include E. E. Moomaw and R. J. Mueller, assistant managers; and W. L.

Appel, F. R. Beitman, P. R. Kennedy, W. F. Jones, and Mrs. D. L. Shinn, special agents.

DEATHS

E. E. Pelz, 86, district agent for the accident department of Aetna Life at Seattle, died there. He was with Aetna at Salt Lake City before moving to Seattle in 1900.

Frederick W. Reuther, 50, of Loyal Protective Life, a director of the A. & H. Underwriters of Milwaukee, was killed when an automobile in which he was riding collided with a truck on a highway.

Samuel M. Haskins, 76, a director of Pacific Mutual Life and prominent as an attorney at Los Angeles, died there after a brief illness.

Guy W. Secord, one time salesman for Bankers Life of Nebraska at Clay Center, Neb., died at Lincoln at the age of 95. He was an old-time buffalo hunter and Indian fighter and a former president of Nebraska State Sheriffs Assn.

John C. Bulkeley, who died at Hartford after 52 years with Aetna Life, was a member of a family long associated with that company. Eliphalet A. Bulkeley was its first president, and his son, Morgan G. Bulkeley, was the third president. John C. Bulkeley was one of three brothers, all nephews of Morgan G. Bulkeley. One of John's brothers, Col. W. E. A. Bulkeley, was until his retirement a year ago vice-president and auditor and a director. The third brother, Richard B. Bulkeley, is not associated with Aetna Life, but his son Richard B. Bulkeley, Jr., is a member of the policy title division.

Funeral services for **Lieut. Frederick H. Striby**, who was killed in action in France July 8, 1944, were held in Indianapolis. He was formerly eastern manager for Insurance R. & R.

J. W. Stewart, veteran representative of West Coast Life, died at his home in his 80th year. He was manager for Oregon.

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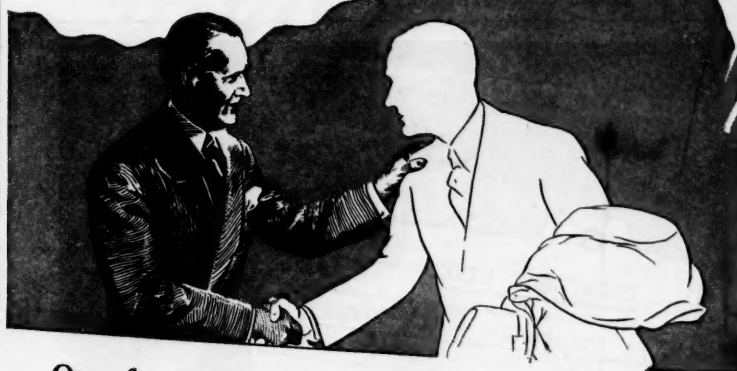


New Officers of Life Advertisers Assn.

Four of the five officers of the Life Insurance Advertisers Assn. who were elected at the Washington, D. C., meeting: left to right, T. H. Tomlinson, Bankers Life of Iowa, treasurer; Alan M. Kennedy, Northwestern National, president; H. A. Richmond, Metropolitan Life, vice-president; and Frank L. Schiorring, Columbian National, editor. The new secretary, R. William Archer, Southwestern Life, could not be present because of illness.



WHAT CAN THE EXTRA MAN* DO FOR YOU?



One of your clients has just purchased a home and wants to be sure that the mortgage will be paid and the home made secure for his family in the event of his death. Naturally, this can be accomplished with a straight life policy or with some kinds of straight term, but there is a better way.

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Life Insurance Company

812 Olive Street-Arcade Bldg. Allen May, President. St. Louis 1, Mo.

Conn. Mutual School on Field Problems Concluded

Connecticut Mutual concluded a two-week school at the home office for 25 men from 15 agencies. The curriculum included case studies based on actual field problems secured by the training staff in schools held throughout the country during the last two years.

Daily group luncheons in the home office dining room were held so all men could meet members of the company's official staff and department heads.

For the next 10 weeks reports will be submitted to the training staff by class members. Certificates of completion will be awarded when students have attained satisfactory field proficiency.

Horace R. Smith, assistant superintendent of agencies, is director of the school. His staff includes Robert B. Proctor and James L. Russell, agency assistants.

Mr. Smith completed a tour during which he conducted two-day field schools in Detroit, Fort Wayne, Indianapolis, Toledo and Rochester. He demonstrated the company's estate extension service.

S. F. Managers Hold Parley on Building Agencies

The annual northern California agency building conference, sponsored by the San Francisco General Agents & Managers Assn. and held at Berkeley, drew an attendance of 200.

E. T. Starbuck, Provident Mutual, San Francisco, presided at the morning session, and Harry B. Cadwell, divisional superintendent of agencies of Mutual Life, was in charge during the afternoon.

Ted Dreyer, Pacific Mutual, Oakland, cited as basic principles recognition of the agent, security for the agent and knowledge and skill on the part of the general agent. He added that office personnel must be taught to recognize the agent as the backbone of the agency.

Uses Pictures of Star Agents

He said that instead of hanging pictures of home office officials and celebrities in his office he puts up the pictures of his agency organization and each month features the leading agent with pictures and bulletins which are hung in the outer office.

Thomas G. Murrell, Mutual Benefit, San Francisco, discussed agency finances and used several placards showing graphs of agency costs. He said that any financing formula will work for the man who produces and he knows of none that will work for the agent who doesn't produce. Mr. Murrell believes that the agency supervisor is the forgotten man both from the standpoint of recognition and compensation.

The finale was a talk by John R. Deane, retired major-general, who headed a U. S. military mission to Russia in 1943-1945.

West Coast Life was host at a cocktail party at the conclusion of the meeting with President Francis Keesling and Vice-president Harry J. Stewart in attendance.

L. & C. Promotes Morrison

B. W. Morrison, Monroe, La., has been promoted to home office representative for the Mississippi Valley division by Life & Casualty. He will work with districts in Louisiana. He has been with the company since 1911. He has been at Monroe since 1934.

Walter G. Burke, Jr., has succeeded Van A. Dunakin as manager of the Aetna Life group department at Utica, N. Y. Mr. Dunakin has been transferred to Boston.



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Mass. Mutual Puts Out Santa Claus Mailing Piece

Santa Claus and little children share the spotlight in a direct mail advertising folder brought out recently by Massachusetts Mutual. For home office mailing at the agent's request, the full

color piece suggests life insurance to provide a check for Christmas shopping if the family provider dies while the children are growing up. The emotional appeal to dads and mothers opens the door for the agent to discuss any or all needs for family protection life insurance.



GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE-WINNIPEG, CANADA

A Billion Dollar Company Established 1891

LIFE AGENCY CHANGES

Guy, McMartin to Succeed McMillen for N. W. Mutual

J. Robert Guy and William F. McMartin have been appointed general agents in New York City by Northwest-



W. F. McMartin



J. Robert Guy

ern Mutual Life, effective Jan. 1. Each will maintain his own general agency with offices in the Grand Central zone. They will succeed Clifford L. McMillen, who has been with the company for 37 years and has represented Northwestern since 1931 as a general agent in New York City.

Mr. McMartin and Mr. Guy have spent their life insurance careers with Northwestern Mutual in the McMillen agency, where they entered the business in 1932. Each had supervisory and organizational duties, after which they returned to personal selling and became outstanding producers.

A graduate of University of Iowa, Mr. McMartin received his M.A. from Columbia University in 1925. After engaging in investment banking, he joined the McMillen agency and won production honors and qualified for production clubs of the company. His total Northwestern production is in excess of \$8 million. He has had unusual success in selling employee pension plans and is a recognized expert in that field. A life and qualifying member of the Million Dollar Round Table, Mr. McMartin is also a C.L.U.

Mr. Guy graduated from University of Wisconsin in 1926 and became New York sales representative for Chain Belt Co. before joining the McMillen agency as an agent. He has won company production honors and is a life member of the Million Dollar Round Table and a C.L.U. One of Northwestern's leaders, his production in the company totals \$5 million. In Northwestern Mutual's agents' association Mr. Guy was chairman of the 1948 standing committee which planned the annual agents' meeting in Milwaukee last July.

P. S. Ranck Heads Knight Agency

Paul S. Ranck has been elected president and treasurer of the Charles B. Knight agency of Union Central Life in New York City, succeeding the late Walter E. Barton, who died suddenly Sept. 13 while attending the convention of N.A.L.U. in St. Louis.

Mr. Barton's son, Charles N. Barton, was elected vice-president in charge of sales and a director. Mr. Ranck was introduced at a meeting of the agency's sales and office personnel by Wendell F. Hanselman, vice-president and superintendent of agencies.

The late Charles B. Knight, who incorporated the agency in 1930, brought Mr. Ranck into the insurance business in Philadelphia as an agent in 1906.



Charles N. Barton



Paul S. Ranck

He has had experience in every phase of life insurance agency operation. For many years he was chief of the Knight agency's financial affairs. When Mr. Knight died in 1934 Walter Barton was elected president and Mr. Ranck vice-president.

Graduate of Princeton

Charles Barton joined Union Central in 1936. A graduate of Princeton University, he also took graduate work at Harvard and the life insurance marketing course at Southern Methodist University. He qualified for the company's \$500,000 club in both 1947 and 1948. He served four years as a naval officer.

As president of the agency, Mr. Ranck takes over the leadership of an agency that is larger than 90% of the nation's life companies. The agency is responsible for 20% of Union Central's \$1,533,337,537 business in force and usually produces about that percentage of the company's yearly volume, which amounted to \$120,503,194 last year.

Gepford Takes Toledo Post

Louis P. Gepford is now manager at Toledo of the New York Life. He was an agent in Grand Rapids for the company from 1936 until 1942, when he became assistant manager at Detroit. In 1946 he was appointed assistant manager at Cincinnati and he became training supervisor at Chicago in 1947.

A. C. Priehs Transferred

Albert C. Priehs, Metropolitan Life manager at Flint, Mich., has been transferred as manager of the Detroit office account district. He joined Metropolitan as an agent in Gratiot, Mich.,

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Based on the principle of
"High Pay for a High-Grade Job"

- ★ LIBERAL FIRST-YEAR COMMISSIONS
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- ★ SERVICE FEE AFTER THE TENTH YEAR
- ★ RETIREMENT PAY AFTER AGE 65

American United Fieldmen Enjoy...

- ★ A complete kit of modern policy forms to meet every prospect's vital needs.
- ★ A Home Office that knows the agent's problems and helps him solve them.

- ★ An Underwriting Department handling standard cases up to 500% mortality.
- ★ A placement average of 84% on business issued with extra ratings.

— Address the Agency Department for details —

AMERICAN UNITED LIFE INSURANCE COMPANY

Established 1877



Indianapolis



after having been with Chalmers Motor Co. and acting as manager of an A. & P. store. He was assistant manager at Gratitot before being promoted to manager at Flint in 1937. Thomas M. Dale, division supervisor succeeds Mr. Priehs at Flint. He joined Metropolitan as an agent in Detroit in 1934, and since then has advanced through various positions in the Great Lakes territory.

R. J. Barrett Resigns as Manager at K. C.

Robert J. Barrett, for the last four years manager at Kansas City for Occidental, has resigned effective Nov. 15 and will announce his new connection soon. Before joining Occidental he was for 12 years with General American in St. Louis and was vice-president of the St. Louis A. & H. Underwriters Assn. In Kansas City he was a director of the A. & H. Underwriters Assn. and is former chairman of the agency management committee of the National Assn. of A. & H. Underwriters.

Occidental Names Webb

Occidental Life has appointed William H. Webb general agent at Springfield, Mo. Max Watkins, former general agent there, has resigned to join the Charles E. Cleeton agency of Los Angeles in personal production.

Mr. Webb has been in the insurance business for many years. Most recently he was district manager at Springfield for Guardian Life. A native of Springfield, he attended Drury College. From 1944 to 1946 he was in the army.

Switzer with Penn. Mutual

L. C. Switzer, of Boone, Ia., has been appointed district manager of Penn. Mutual Life for four counties, under E. P. Connolly, Des Moines general agent.

He has been in life insurance at Boone since 1935, recently with Bankers Life of Iowa, and is now treasurer of Boone-Story Life Underwriters Assn.

LIFE ACTUARY

A Company that handles large retirement income plans needs a man to handle their actuarial work. They prefer a man who is a member of the actuarial society but will consider a man with practical experience. A real salary goes along with this job.

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Accident — Health — Hospitalization
An indispensable adjunct to Home Office, Branch Office, Underwriting and Claim Departments. Equally indispensable in training old and new life, accident and health agents in the profitable method of field underwriting.

Practical Gift to 1947 Sales Club Members
885 pages — 6" by 9" — Illustrated
30 Chapters Single copy \$10.00

Paramount Publishing House
6230 Waggoner Drive Dallas 5, Texas

MANAGERS

Honored K. C. Managers Who Have Retired This Year

Life Insurance General Agents & Managers Assn. of Kansas City honored three associates who have retired this year.

Certificates of honorary membership were presented to A. M. Embry, Equitable Society; A. E. Myers, Guardian Life, and William J. Slack, Metropolitan Life.

Mr. Embry was not able to be present at the meeting, but John E. Miller, Columbian National, made the award to Mr. Slack and Prewitt B. Turner, Home Life, made the award to Mr. Myers in behalf of the association.

Marion Houston, Washington National, presided.

Asks Cashiers Aid Agents

Ben Albright, Austin manager of Great Southern Life, spoke to Austin (Tex.) Life Agency Cashiers Assn. on "What the Agency Manager Expects from the Cashier." He said it is the agents who are essential in the development of an agency and in the growth of a company and that it is the agents in their work who create all the jobs for others. He urged, therefore, giving every assistance so that the agents may do their best work.

Cashiers Hear Bowes

H. F. Bowes, manager of Phoenix Mutual Life, spoke at a dinner meeting of Life Insurance Cashiers Assn. of Milwaukee on "To Have and to hold policyholders."

Forum on Recruiting

SEATTLE—Case histories of seven agents who were recruited by several managers here were presented by Clay Walter and John Jennings in a symposium on recruiting Monday at a luncheon of the Life Managers Assn. This was the first in a series on the subject to be given for several weeks at the Monday luncheons.

W. Rankin Furey, vice-president and director of agencies of Berkshire Life, will speak Nov. 5 at the Pittsburgh Life Managers Assn. meeting. He was formerly general agent of Berkshire in Pittsburgh.

COMPANIES

Forest Lawn Celebrates

Forest Lawn Life of Glendale, Cal., observed five years of successful operation with an anniversary meeting and luncheon at its home office. L. E. Doyle, vice-president and agency director since the company was formed, presided.

Forest Lawn now has about \$14 million in force, and an agency force of approximately 100. An old line legal reserve company, it specializes in burial policies but also writes family group, juvenile and ordinary life insurance.

Southland Runs School

Southland Life has completed a four days' sales training school for 12 men in the business a year or less. The school was conducted by Kenneth B. Skinner, assistant to the agency director, assisted by Merton Bell and Sam Conner, agency supervisors.

Jefferson Standard held a meeting of the company's mortgage loan district supervisors in the home office at Greensboro, N. C., this week.

Harold Quinton, executive vice-president Southern California Edison Co., has been elected a director of Pacific Mutual Life.

OUR SIXTY-SECOND YEAR

"GOIN' PLACES"

● EXPANDED TERRITORY OF OPERATION

(Four new states, California, Colorado, Minnesota, Delaware, added in past eighteen months)

● AGGRESSIVE DEVELOPMENT OF OLD AND NEW TERRITORY

(Fourteen new general agency appointments in two years)

● MODERNIZED BASIS OF AGENT'S COMPENSATION

● COMPLETE INTRODUCTORY AND ADVANCED TRAINING PROGRAMS FOR AGENTS

● EFFECTIVE—AND PROVED—SALES AIDS AND SALES PLANS

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Ask any Bankers Life of Nebraska man what HE thinks about HIS future, and you'll see what we mean.

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THE COUNTRY'S MOST FRIENDLY COMPANY OFFERS: . . .

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- Complete line of Accident and Health policy contracts with lifetime benefits.
- Individual Family Hospitalization contracts with surgical, medical and nurse benefits.
- Complete substandard facilities.
- Educational program for field man.

Strong, Progressive Company

Older than 85% of all legal reserve life insurance companies

Openings in California, Illinois, Indiana, Kansas, Michigan, Missouri, Nebraska, New Jersey, North Dakota, Ohio and Wisconsin

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

C. G. ASHBROOK, VICE PRESIDENT-DIRECTOR OF AGENCIES
NORTH AMERICAN BUILDING, CHICAGO 3, ILLINOIS

NEWS OF LIFE ASSOCIATIONS

Ohio Membership at New High for State Conference

Ohio Assn. of Life Underwriters will hold its state conference at the Neil House, Columbus, next week. W. T. Craig of Cincinnati is president. James E. Rutherford, executive vice-president of N. A. L. U., and Judd C. Benson, Cincinnati, vice-president, will be among the speakers. The trustees will meet Nov. 11 and that evening there will be a dinner. The discussions will continue the following days, with a luncheon session.

There are now 25 local associations in Ohio with total membership of 3,165, the largest in the history of the association. Ohio ranks fifth among the states in number of members.

The Henry A. Stout membership trophy, which is awarded annually to the local association having the best combined numerical and percentage gain during the previous year, will be presented to the Akron association. Findlay was second in the membership contest and Chillicothe third. The next annual meeting of the state association will be held at Toledo May 6-7.

Nebraska State Conference Held at Grand Island

GRAND ISLAND, NEB.—Fifty representatives of 10 affiliated organizations attended a two-day conference of Nebraska Life Underwriters Assn. here. Highlights included a banquet at which Dr. E. G. Johnson was main speaker and a joint meeting with the Grand Island association.

Herbert R. Hill, Richmond, N.A.L.U. trustee, was the conference speaker. He also spoke at a luncheon on "Life Insurance as It Applies to Social Security."

Representatives of local associations from Kearney, Lincoln, Hastings, Grand Island, Norfolk, Scottsbluff, North Platte, Beatrice, Omaha and McCook attended.

Alan Tully, president Grand Island association, and Forrest Ritchie, also of Grand Island, president of the state association, presided at the meetings.

Iowa Conference Is Held

With 35 officers of Iowa local associations in attendance a two-day state conference was held at Des Moines. Her-

bert R. Hill, national trustee, was the principal speaker. State President T. J. Kiesselbach of Mason City presided. All of the 15 local associations were represented except one.

Mr. Hill outlined the national program and spoke on attendance at local meetings, programs, C.L.U., membership and public relations.

Iowa \$250,000 Club Meets

DES MOINES—Nearly 50 members of Iowa Quarter Million Dollar Club attended the fall meeting here.



C. V. Shepherd

C. V. Shepherd, National of Vermont, Cedar Rapids, first vice-president, presided over the meeting due to the illness of Harold A. Miller of Council Bluffs, president.

Speakers included Warren Roudeshush of Waterloo on "Programming for the Average Prospect;" Francis L. Merritt, vice-president of Central Life of Iowa, on "Sales Approaches in Programming;" and Ralph U. Heninger, Davenport attorney, on "Estate Analysis and Solutions Offered by Life Insurance."

Orr Leads Utah Conference

SALT LAKE CITY—President Clifford H. Orr of N.A.L.U. conducted a state conference here, addressing Life Managers Assn., and meeting with representatives of the four local associations—Salt Lake, Ogden, Provo and Logan. He said life insurance salesmen should have a challenge to impel them to greater accomplishments. "Responsibility," he said, "forces men to do what they must do to meet their obligations, but a challenge to do even greater things goes beyond responsibility." He said the national organization favors a horizontal expansion of social security benefits to include all gainfully employed persons, which would include life agents.

The C.L.U. designation was awarded to F. L. Maxwell and D. C. Ronnow, both of New York Life, and T. A. Olson, Equitable Society.

Decatur, Ill., Congress Feb. 25

The annual sales congress of the Decatur (Ill.) Assn. of Life Underwriters will be held Feb. 25, it was announced at the Peoria life gathering last week by C. D. Walker, district manager of Great-West Life, association president. Decatur also plans to hold an unusual Christmas party for members and their wives. All are to take gifts up to the value of 50 cents, which are to be turned over to some suitable charity.

Lincoln, Neb.—Dr. Paul Meadows, University of Nebraska assistant professor of sociology, said that "for most Amer-

ican husbands, peak income comes some time after peak expenses. In terms of the structure of the family income in the U. S., the family cycle creeps and groans at its most crucial stages." He outlined briefly practical applications of the study of the life cycle to insurance men.

Jackson, Tenn.—Edward Felsenthal, assistant general agent at Memphis for New England Mutual Life, spoke on "The 1948 Sales Approach."

Jamestown, N.Y.—A program has been launched to incorporate other associations in Chautauqua county so as to form a county organization. If the plan is successful, meetings will be held in different communities each month.

Fort Worth—Testimonial letters are an important item in estate planning. Barney Shields, Great National, declared at the monthly luncheon. The next meeting will be held on Nov. 18.

Dallas—David McCahan, dean of the American College of Life Underwriters, spoke of educational opportunities for agents. He also addressed the Mercantile National Bank forum and the Dallas estate council.

Wausau, Wis.—J. P. Betker, assistant agency director of Old Line Life, Milwaukee, spoke on underwriting problems at a luncheon meeting of the Wisconsin Valley Assn. President George Raskow presented a certificate to Mrs. Iva D. Tucker as a qualifying member of the Women's Quarter Million Dollar Round Table for the second successive year.

Nashville—E. H. Speckman, president of Kentucky Central, declared that the life insurance salesman must maintain the proper balance between servicing and selling. Failure to accomplish this balance is the major cause for agency turnover, he declared. It was announced that local membership is now more than 400. James I. Caldwell, National L. & A., immediate past president of the association, was presented a gift in appreciation of his service. Frank Phinizy, Fidelity Mutual, is the local instructor for the L.U.T.C. classes which have begun with an enrollment of 30.

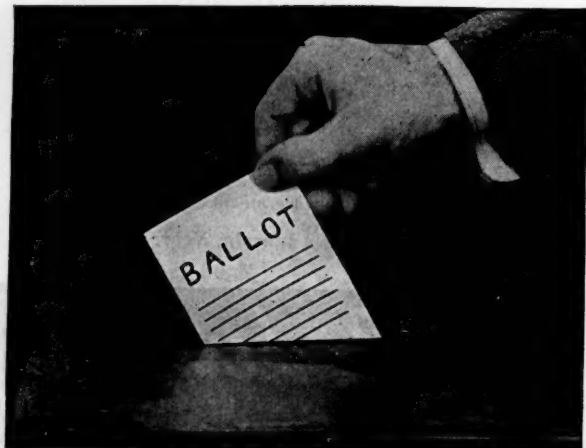
Detroit—Gordon McKinney, actuary of the National association, was guest at the October meeting of the agents advisory council. The discussion centered on compensation plans and social security, and Mr. McKinney said he was gratified by the interest taken by the agents in the subject.

Kalamazoo—Robert B. Beck, director of field training for Continental Assurance, advised agents not to become so enmeshed in the complexities of their work as to forget to employ imagination and enthusiasm in painting a realistic picture of life insurance benefits. Among the 64 present were agents from Schoolcraft, Three Rivers and Plainwell.

St. Joseph, Mo.—Harold Knight, legal division head of Postal L. & C. spoke on payment of claims. Richard Queen, one of Postal's agents, introduced Mr. Knight. Don Day, Missouri Insurance, association president, presided. M. M. McKenny, New York Life, outlined further plans for the C.L.U. study group.

Minneapolis—The L.U.T.C. course is being given here with classes meeting in the new home office building of North American Life & Casualty.

Lancaster, Pa.—Lawrence W. Jackson, executive director of the Pennsylvania association, spoke at the October meeting.



Standard of Constancy

One man believes it's time for a change. Another votes to keep a party in power. Some go in for the modern; others feel that "what's good enough for grandfather is good enough for us." But whatever a man's party or his idea about new things, his emotions toward his family remain the same. He strives to shield them with a margin of security against life's hazards. And for protection against the greatest hazard, he knows he can rely on life insurance—a standard of constancy in a world of change.

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ACCIDENT AND HEALTH

To Discuss Group A. & H. Problems

Discussions exploring current problems in the group insurance field are slated for the annual group meeting of H. & A. Underwriters Conference at La Salle Hotel, Chicago, Nov. 18-19. P. W. Watt, Washington National, chairman of the conference group committee, will be in charge.

The lead-off discussion Nov. 18 will center on pros and cons of increasing hospital and surgical benefits to follow the trend of rising costs, with J. E. Hellgren, Lumbermens Mutual Casualty, and C. R. Ashman, Lincoln National Life, in charge. W. deV. Washburn, American Health, will lead a panel discussion of medical insurance, including the various types of coverage and the experience of companies writing it. H. N. Norman, American Mutual Liability, will present the group side of medical insurance and H. C. Pogue, Business Men's Assurance, the franchise standpoint.

Extension of Coverages

That afternoon "Extension of Coverages", including the recent Michigan ruling on terminal hospital and medical maternity benefits and the trend toward providing occupational accident and sickness coverages to supplement workmen's compensation, will be handled by P. G. Korn, National Casualty. J. L. Morrison, North American Life & Casualty, and Mr. Pogue will discuss cases involving less than 25 employees, written on either a "pure group" or a franchise basis.

W. S. Collins, Union Labor Life, will take up effect of recent court decisions upholding the NLRB ruling that unions

may bargain with the employer on group plans.

Methods for reducing the home office costs in group cases will be considered the second morning by G. H. Hipp, Employers Mutual Liability, and E. D. Speer, Great American Reserve. F. M. Walters, General Accident, will discuss blanket insurance and G. L. McDowell, Commercial Casualty, developments and trends in the association group field. That afternoon cash sickness benefit programs will be reviewed by R. J. Monahan, Lumbermens Mutual Casualty, speaking on the California act, and R. C. Knoblock, Washington National, on the New Jersey act.

The program will conclude with a review of legislation in connection with cash sickness plans and group laws by Bill Howland, conference statistician and secretary of the group committee.

Work Out New Agreement on Maternity Coverage

LANSING, MICH. — The Michigan department is advising all Michigan-licensed carriers writing hospitalization or medical coverage with maternity benefits of the recommendations of a special committee to assure equitable treatment of maternity claims.

The committee noted that most of the problems raised result from transfers from one carrier to another, causing lack of continuity of maternity coverage. It advocates considering that claims for maternity benefits are incurred with the inception of pregnancy, rather than at the time of hospital confinement, provided satisfactory safeguards against anti-selection are present.

For group policies, it recommends extending maternity coverage for nine months following termination of insur-

ance, regardless of cause, except for failure to pay premiums while a group policy is still in effect.

The extension would apply to dependents' coverage, when provided by policy terms, and would apply whether or not a succeeding carrier assumed the risk. In cases of transfers of coverage, the succeeding carrier's waiting period would be limited to not more than nine months and claims for benefits based on pregnancy commencing on or after the effective date of the transfer would be covered by the succeeding carrier, whether or not the confinement commenced within the waiting period.

On individual and family expense policies, carriers should extend maternity coverage for nine months after cancellation or refusal to renew by the insurer, provided pregnancy commenced during the insured period but if insured lapsed on premiums no extension would be expected.

The same provisions as for group would apply to franchise policies and non-profit contracts as they pertained to "risks underwritten without individual selection and without right of individual termination by the insurer covering five or more of a class of employees or members of a group, with or without a master contract."

The report further recommended that

maternity coverage include childbirth, abortion and miscarriage and that the word of the attending physician be accepted relative to the date of inception of pregnancy.

Members of the committee who worked out the recommendations were: Albert Pike, actuary Life Insurance Assn. of America; C. Clark Bryan, attorney American Life Convention; John P. Hanna, attorney H. & A. Underwriters Conference; Merle J. Thompson, Standard Accident, representing Bureau of A. & H. Underwriters; Jay C. Ketchum, Michigan Medical Service, representing Blue Cross; John Panchuk, counsel Federal Life & Casualty, representing Michigan companies, and John W. Wickstrom, director accident and health division Michigan department.

Fireman's Fund Shapes Single TDB Form for N. J.

Fireman's Fund Indemnity announces its plan for providing temporary disability benefits under the New Jersey law. It will issue a single policy form providing amounts of weekly benefit identical to those provided by the New Jersey workmen's compensation law, which is 66 2/3% of the average weekly

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1867 1948

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earnings with a minimum of \$10 and maximum of \$25. Additionally, benefits otherwise payable are increased 50% for the period the employee is confined in a hospital. Fireman's Fund Indemnity approaches the problem on the basis that the TDB benefits are an extension in principle of workmen's compensation. There are two rate schedules depending on industry classification. The cost will be either 1% of taxable wages or .85%.

Chicago A. & H. Association Banquet Plans Announced

The banquet of Chicago A. & H. Assn., which has been an annual affair since 1925, will be held in the grand ballroom of Hotel LaSalle, Nov. 18. Plans are being made to accommodate 400 at the banquet. More than 50 reservations already have been received from company men.

John H. Campbell, Provident Life & Accident, banquet chairman, will open the program and introduce President Irving G. Wessman of the association, who has arranged the banquet program.

E. H. O'Connor, Insurance Economics Society, will present a permanent memorial for the late Harold R. Gordon, managing director of H. & A. Underwriters Conference.

V. J. Skutt, Mutual Benefit H. & A., conference president, will be the honored guest and speaker.

Insurance Director Parkinson of Illinois also will be an honored guest and speaker, as will Robert L. Hogg, executive vice-president of American Life Convention.

Also present at the head table will be Illinois insurance legislative leaders, Arthur J. Bidwell, chairman senate insurance committee; Ben S. Rhodes, chairman, and W. Russell Arrington, vice-chairman house committee, and Walker Butler, state senator. O. J. Breidenbaugh, executive secretary, will represent National Assn. of A. & H. Underwriters.

Entertainment will include the Mid-States Four, 1948 international barber shop quartet semi-finalists.

Preceding the banquet at 6:30 p.m., a reception and cocktail party will be given in honor of the 18 past presidents of the Chicago association and distinguished guests. Tickets including all costs are \$7 per person and tables can be arranged by companies and general agencies.

Program Given for A. & H. Session at LIAMA Meet

Representatives of L.I.A.M.A. companies writing A. & H. insurance will hold a luncheon and afternoon meeting Nov. 12 at the conclusion of the L.I.A.M.A. annual meeting in Chicago at Edgewater Beach hotel.

John W. Sayler, vice-president of the Business Men's Assurance is program chairman. R. H. Belknap, director of agencies Occidental Life of California and chairman of the committee for companies writing A. & H. will preside at the luncheon.

After Mr. Belknap's report E. J. Moorhead, actuary of L.I.A.M.A. will speak on current A. & H. compensation trends and will present the results of a survey he has made; A. B. Olson, vice-president of Guarantee Mutual Life will speak on "Completing the Protection Picture With A. & H." W. M. Rothaermel, vice-president Pacific Mutual, will handle the topic, "Fitting A. & H. Into Training"; T. T. Wallace, president of Great American Reserve, will discuss A. & H. Selling Methods, and F. S. Finch, vice-president United Benefit Life will speak on merchandising A. & H. into today's market.

Gregory Speaks at L. A.

LOS ANGELES—President E. F. Gregory of National Assn. of A. & H. Underwriters spoke at the October meeting of Los Angeles A. & H. Underwriters Assn. He said the A. & H. man

should not be in the business alone to make money, but should have a broader view. He declared that more persons buy income protection for their families than buy life insurance for themselves. He said that the A. & H. business is threatened and that those in the business must be prepared to meet that threat.

Must Certify TDB Claims

All claims for disability insurance under the New Jersey TDB law effective Jan. 1 will have to be certified by licensed physicians before payment, according to H. G. Hoffman, director of the unemployment compensation commission.

C. L. U.

Los Angeles C.L.U. Chapter Hears National President

LOS ANGELES—Martin I. Scott, president of American Society of C.L.U., addressed the Los Angeles chapter on "Opportunities and Responsibilities." He also presented diplomas to several new C.L.U.'s including Jack O'Neil, independent; Robert A. Brown, Jr., Pacific Mutual Life; Robert Cecil, West Coast Life; J. L. Gessner, Penn Mutual Life; H. A. VanCleve, Massachusetts Mutual Life and Doyle Smith, now general agent of Penn Mutual at Sacramento.

Typifies Private Enterprise

He said the institution of life insurance is typical of the private enterprise system because life companies have provided one method for the creation of individual security. It has been unbroken by panics and depressions. The assets of life insurance companies are created by American families and represent their savings.

He suggested that there should be a recasting of certain basic policies of the government to attract capital into venture channels, and expressed the belief that risk capital should come from other sources than from life insurance companies.

He opposed expansion of social security except on a horizontal basis.

Speaks on 1948 Tax Law

DETROIT—The gift tax provisions of the 1948 revenue act's marital deduction is conditioned on these factors said W. Coit Allee, Detroit attorney and tax specialist, told the Detroit C.L.U.: The gift must be made after the 1948 act took effect; the donor must be a citizen or a resident of the United States; the spouses must be married at the time of the gift; no marital deduction is allowed for a gift of the donor's interest in community property to his spouse, and the gift must be of a character that is taxed in the estate of the gift's recipient and hence a life estate or terminable interest does not qualify for the marital deduction.

Mr. Allee discussed the background of the 1948 act and said that a talented newspaper man had summarized its intent rather effectively by saying that "you can lateral pass to the same generation for one-half tax but you cannot forward pass to another generation without a full tax."

Ramsey Speaks at Memphis

Lloyd Ramsey, State Mutual Life, life member of the Million Dollar Round Table, addressed the Memphis C.L.U. chapter on "Business Life Insurance in Estate Tax Planning."

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LIFE SALES MEETINGS

Hold Advanced Underwriting Seminar at Minneapolis

Northwestern Mutual Life held an advanced underwriting seminar for its agencies in Iowa and Minnesota at Minneapolis Nov. 1-3. Laflin C. Jones, assistant director of agencies, was in charge of the meeting. Other speakers were William B. Minehan, assistant secretary, and George J. Laikin, Chicago and Milwaukee attorney and specialist in tax matters.

About 60 agents attended the business and estate problem clinic from the general agencies of Scott M. Burpee, Sioux City; J. H. Copeland, Davenport; K. J. M. Cormack, Des Moines; R. H. Pickford, Cedar Rapids, Iowa; W. C. Dunbar, Duluth; S. A. Erickson, Mankato; W. W. Lundgren, St. Paul; F. R. Olsen, Minneapolis; James C. Hayes, Fargo, N. D., and C. L. Egbert, Eau Claire, Wis.

Two other seminars have been scheduled this month. Both will be held at the Edgewater Beach hotel, Chicago. Agents from Illinois outside of Chicago will meet Nov. 18-20, and the two metropolitan Chicago and the Milwaukee general agencies Nov. 22-24.

First Year Leaders Confer

A conference of 25 leading producers among first year agents of Mutual Benefit Life will be held at New York on Nov. 15-16. H. Bruce Palmer, vice-president, will start the first day with a breakfast club talk. Another feature will be a stump the experts session featuring agents. President John S. Thompson and Charles Zimmerman, associate managing director of the Life Insurance Agency Management Assn., will speak.

The second day John Ames, Charles

R. Gibbs, Michael E. Tomlanovich, William F. Temple, Jr., Max S. Kravetz and Robert D. Cottingham, outstanding first year men will speak on selling ideas.

Augustus E. Califano, public speaking authority, will be luncheon speaker. The group will be guests of W. Paul Stillman, chairman, at dinner and the theater.

Prudential Holds Regional Convention in Seattle

SEATTLE—Some 400 Prudential representatives from Washington, Oregon, Colorado, Utah and northern California assembled at Olympic hotel for their biennial business conference. The conference is held for district managers, assistant district managers and qualified agents.

Sales School at Wausau

Mutual Service Life of St. Paul held a two-day sales school for agents of the central and northern Wisconsin districts at Wausau, Wis. Irving Paradise represented the home office and conducted the meeting, which had "Specialized Life Underwriting" as its theme. Also participating were Emmett Shogren, state sales manager, and August Appel, sales supervisor, from Milwaukee; and District Managers Jerry Gillett, Wausau, John Gericke, Appleton, V. J. Held, Algoma, and T. A. Saari, Menominee.

Allan W. Carpenter, general agent of Penn Mutual Life at Buffalo, addressed the freshman class of the business administration school of University of Buffalo on "Life Underwriting as a Career."

Swinney Retires at Dallas; Long with Pacific Mutual

Lem C. Swinney, Pacific Mutual general agent at Dallas, is retiring from the business Nov. 15 after 35 years' service, to look after other business interests. His first five years were with Northwestern Mutual Life at Hutchinson and Wichita, Kan. He was a partner in the firm of Renfrew & Swinney, district agents at Hutchinson for Northwestern Mutual, for four years, then district agent at Wichita for the company for a year.

He left Northwestern Mutual to go with Pacific Mutual as general agent in Wichita, and went to Dallas ten years ago as general agent for Pacific Mutual.

Previous to entering life insurance work he was with the H. J. Heinz Co. for 10 years, latter as sales manager at New Orleans.

He plans to spend considerable time in the interests of his hobby of raising the famous Tennessee walking horse, which he believes is the world's finest saddle horse.

His successor at Dallas has not yet been announced.

L. W. Steele, Prudential agent at

Beatrice, Neb., since 1945, has been promoted to assistant manager at Lincoln.

W. A. Lonsford Joins American National

W. Almon Lonsford, since 1942 director of industrial agencies of Commonwealth Life, has resigned to go with American National as director of industrial agencies in the east Texas division.

He started with Commonwealth in 1929 on a debit in South Carolina and soon became manager in Birmingham. In 1941 he was appointed assistant director of agencies. Mr. Lonsford has been active in the Life Insurers' Conference and L. I. A. M. A.

The appointment fills one of the six divisional director positions created in the new industrial field plan of American National.

Laikin Speaks in Chicago

George Laikin, former special assistant to the U. S. Attorney General in tax litigation, will address the Nov. 16 meeting of the Chicago Life Insurance & Trust Council.



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RICHARD C. HODGES, Manager

HATS off to the 124 Honor Club members, each of whom paid for over \$200,000 of new business during the 1947-1948 production year!

THE OHIO NATIONAL LIFE INSURANCE COMPANY
CINCINNATI, OHIO

Weiss Named President of Illinois Round Table at Peoria Session

Nathan H. Weiss, Mutual Life, Chicago, was elected president of the Illinois Round Table at the annual conference in Peoria. Harold H. Hensold, Northwestern Mutual, Danville, is the retiring president and presided.

The other new officers are: First vice-president, George C. Treadway, New York Life, Peoria; second vice-president, Richard A. Frasier, Great-West, Chicago; secretary-treasurer, Harry R. Scharlach, John Hancock, Springfield.

Directors—Walter O. Richard, John Hancock, Springfield; William F. Lockwood, Travelers, Kankakee; John Bailey, Connecticut Mutual, Galesburg; Frank C. Kroeger, Jr., Equitable Society, Decatur, and Robert A. Leu, Massachusetts Mutual, Peoria.

1888 — 1948 60 YEARS OF SERVICE

Formed in 1888 when nine women met in Council Bluffs, Iowa, Royal Neighbors of America first served as a social society. In 1889 the society became a secret social order and the next year its present name was adopted.

Today the society serves in three ways, providing social and fraternal activities, plus legal reserve life insurance. The organization was chartered to issue life insurance March 21, 1895.

As a leader of the fraternal life insurance system Royal Neighbors of America now has admitted assets of more than \$120,000,000 and insurance in force of \$383,000,000. These statistics dramatize 60 years of progress.

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SUPREME FOREST WOODMEN CIRCLE

Omaha, Nebraska

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1899

A Legal Reserve Fraternal Benefit Society

Agnes E. Koch

Supreme President

Frances D. Partridge

Supreme Secretary

Port Huron, Michigan

AMONG COMPANY MEN

Stephen Ireland, State Mutual 45 Year Man, Retires

Stephen Ireland, vice-president of State Mutual Life since 1929 has retired after 45 years of service with the company.

Born in Somerville, Mass., Mr. Ireland received his education at Winchester high school and Commers Commercial College in Boston. He began his insurance career in 1903 as a cashier in the Boston office of State Mutual. Five years later he was transferred to the home office as traveling auditor, later being made head of the policy and conservation department. In 1916 he was appointed inspector of agencies and two years later advanced to superintendent of agencies.

Mr. Ireland served on the executive committee of the Life Agency Officers Assn. and a director of the Worcester Chamber of Commerce. He is a trustee and auditor of the Worcester Five Cents Savings Bank and a past president of the Worcester Economic Club.

Testimonial dinners were recently given in his honor by both the general agents' association and the home office executives.



Stephen Ireland

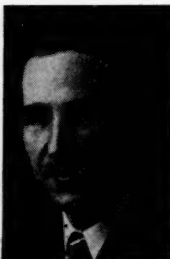
Mass. Mutual Ups 3 Mathematicians

Massachusetts Mutual Life has appointed Harold F. Philbrick manager of the mathematical department; Philip F. Jones assistant manager of the actuarial department; and Burpee W. Shaw actuarial assistant.

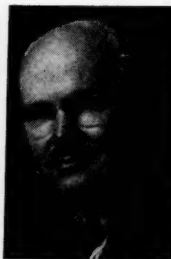
Mr. Philbrick joined the company in 1945 in the mathematical department. After graduating in 1939 from Queen's University with first-class honors in mathematics and physics, he was with Sun Life of Canada in the mathematical department. During the war he served with the Royal



H. F. Philbrick



P. F. Jones



B. W. Shaw

Canadian Air Force and saw service overseas as a commissioned radar officer in a night-fighter squadron in the Mediterranean area.

Mr. Jones joined Massachusetts Mutual in 1923 and the same year was transferred to the actuarial department. From 1927 to 1928 he was in charge of the reinsurance division and from 1928 to the present he has specialized in valuation. He served as a staff sergeant in the air

corps in Europe. He is an associate of the L.O.M.A. Institute.

Mr. Shaw joined Massachusetts Mutual in 1926 in the actuarial department and was transferred to the mathematical department in 1931. In recent years he has supervised the preparation of the company's rate manuals. He attended Brown University where he was in the mathematical society and pianist for the concert orchestra.

Mr. Philbrick and Mr. Shaw are student candidates for membership in the Actuarial Society of America, and have passed a number of the examinations.

Occidental of N. C. Names Browne Agency Director

Occidental Life of North Carolina has appointed Micou F. Browne as agency director.

Mr. Browne joined Occidental in 1936 after graduating from North Carolina State College. He was in the underwriting department, agency department and was secretary of the agency department. He was also a personal producer and was field supervisor and agency assistant. He became assistant agency director in 1947. He attained the rank of major in the army engineer corp. He is a C.L.U.



M. F. Browne

Republic National Life of Dallas has been elected a member of Bureau of A. & H. Underwriters.

FRATERNALS

Hough and Held Are Named Field Men by Gleaner

Rollin D. Hough of Toledo and William F. Held of Peru, Ind., have been promoted to field supervisors by Gleaner Life of Detroit. They will assist in general field work and have charge of the field training program, working with district managers.

Both have had many years' experience with Gleaner in field work and have been state managers. Mr. Held started with the society as an agent in 1934 after several years' experience in life insurance work. He was promoted to manager of the Delaware, O., district the next year and in 1942 to Indiana state manager.

Mr. Hough started field work at Wauseon, O., in 1931 after having had some sales experience in other lines. He was advanced to manager at Toledo in 1934 and then to special representative in Ohio. In 1940 Mr. Hough became Ohio state manager.

Texas Congress Meets Nov. 9-10

The Texas Fraternal Congress annual meeting will be held Nov. 9-10 in the Plaza hotel, San Antonio. Carl Biebers, head of Sons of Hermann, San Antonio, is the president and Mrs. Ruben Young of Maccabees, secretary.

Hear A.B.A. Trust Chief

Harry M. Bardt of San Francisco, vice-president and senior trust officer of Bank of America, newly elected president of American Bankers Assn., trust division, addressed a luncheon meeting of St. Louis Life Insurance & Trust Council Monday on "The Role of the Life Insurance Man and the Trust Man in Our Dynamic Economy."



Cakes are made from various ingredients, but our cake contains—Special service—Sharp selling aids—A complete line of policies—A tried and tested recruiting plan—A proven training procedure.

The "Icing" is the Pan-American Life's NEW AGENT'S COMPENSATION PLAN BUILT FOR THE CAREER MAN

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Executive Vice-President

KENNETH D. HAMER
Vice-Pres. and Agency Director

U. S. A.

Actuary Groups Merging; McConney Head

(CONTINUED FROM PAGE 1)

by providing benefits equal to full fees for services within defined income groups.

Morton D. Miller, assistant actuary Equitable Society, discussed the peculiarities of the California unemployment disability plan which require modification of thinking in underwriting and pointed out the necessity for the companies to keep in close touch with the state department charged with the administration of the law.

A. & H. CLAIM RATIOS

C. B. Johnson, assistant secretary group division of Aetna Life, presented a summary of the experience from 1939 to 1947 of five major companies writing group A. & H. coverages. This experience indicated claims ratios during the war years were very substantially higher than the average for the whole nine-year period. The experience indicates the wide fluctuations that may take place in such business over relatively short periods.

Milton A. K. Ellis, Metropolitan Life, reviewed the recent developments of the commissioners' A. & H. committees in connection with proposed minimum benefits and new proposed standard provisions for individual accident and health insurance.

In discussing the relation of surplus and contingency reserves to dividends, E. G. Fassell, actuary of Northwestern Mutual, pointed out that contingency reserves may properly be related to the net amount at risk in guarding against mortality fluctuations and to reserves in meeting depreciation of investments. Thus the amount of insurance in force is important as well as the amount of reserves. He called attention to the fact that there are safety factors in many of the valuation methods now in use, aside from the surplus and contingency funds identified as such. D. N. Warters, executive vice-president of Bankers Life of Iowa, emphasized the need for larger surplus funds than are now permitted under the New York law because of the potential strain from reduced investment yields and the greater fluctuations to be expected if companies invest substantially in equities.

A. N. Guertin, actuary of the American Life Convention, suggested that the factors used in the calculation of dividends on policies issued on the American Experience and CSO mortality tables should be consistent as between the two classes but that the level and pattern of the actual dividends would not be the same.

A high degree of unanimity of opinion on the subject of over-all actual-to-expected mortality ratios was in evidence at the joint meeting. The general opin-

ion was that such ratios are of themselves meaningless, often even misleading, unless some uniform standard of comparison is adopted.

The rising level of costs of operation has been bringing the attention of the life insurance companies to the control of expenses. In many cases this has resulted in the companies adopting policies of the preferred risk class for higher minimum amounts of insurance. In some cases a fairly complete line of such policies has been adopted. The result has been as expected—a substantial increase in the average size policy.

As to lessons that were learned from the recent war, E. L. Bartleson, assistant actuary Prudential, explained that war clauses must fit the circumstances of the particular type of war, and that while a localized conflict might only require a clause excluding results of military service, a global war would necessitate a provision excluding all coverage while in the armed forces. He pointed out the difficulty of the "results" exclusion clause because the cause of death when overseas may be impossible to determine. He suggested that it might be preferable to pay the reserve or refund the premiums with interest, whichever is greater, because the beneficiary would be more likely to understand such a settlement and the extra cost would not be substantial. Considerable care must be given to the details of war provisions in order to spell out exactly the coverage intended. In cases where statutes do not permit suitable protection to the companies, the added risk must be underwritten carefully, providing sufficient extra premium if the risk can be undertaken at all. He expressed regret that the laws do not protect the policyholders as a whole.

Civilian Bombing Problem

Companies should not resign themselves to the limitation prescribed by present statutes, said W. J. November, associate actuary Equitable Society. He pointed out that an important result of the war clauses was to avoid an undue rush of applicants about to enter military service. While the companies were able to take the war strain due to the first and second world wars in their stride, future wars may present sterner problems because of larger issues of juvenile policies and of their factors as possible bombing of civilians in concentrated areas.

It is unrealistic, however, to expect companies to abandon present freedom of policies from war clauses short of the start of a new conflict, he said. His company's older policies contained war exclusion provisions in the double indemnity and disability benefits, but newer policies issued during the war provided that these supplemental bene-

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Said Ollie Ostrich, with his head in a hole... "It's dark in here"... Why bless your soul... It's always dark when you hide from the truth... But there's a better way forsooth... To shield yourself and your family, too... From all the hazards that threaten you... For Family Security throughout their days... Your Best Bet is B.M.A. "All-Ways."

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THE OLD RELIABLE • SINCE 1891
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fits would be terminated in the event of military service. This new provision was considered unsatisfactory in practice because of the administrative difficulties in cases where premiums were collected in spite of the fact that the benefits had been terminated.

Uncharted Territory Ahead

Mr. Bassford noted that there had evidently been considerable change away from terminating or suspending the supplemental benefits in favor of excluding the war risks from the coverage provided. He also pointed out that some European countries do not permit their companies to issue policies without war clauses, and warned that lessons learned from past wars may prove of little value in any future war.

Belief was expressed by Mr. Larus that the insurance industry should take its chances on civilian losses and assume all causes of death including those due to future wars on policies issued during peace time.

W. D. Erwin Retires; Ogilvie in L. A. Post

Walter D. Erwin, general agent of General American Life at Los Angeles since 1933 is retiring from active management, but will continue to represent the company as a personal producer. He has been in the insurance business in Los Angeles since 1925.

The company is effecting an expansion program in California and a new agency operational plan in Los Angeles, initial steps being the appointment of Allen H. Ogilvie as general agent in Los Angeles, establishment of a central company office for premium collections, group service and claim work and the appointment of Rex D. Jeffrey as state field supervisor, which was announced in THE NATIONAL UNDERWRITER for Oct. 29. Mr. Jeffrey and Ernst Ververloh, group representative, will make their headquarters in the company's central collection office while Mr. Ogilvie will establish sales agency quarters elsewhere.

Has Been Field Supervisor

Mr. Ogilvie has been field supervisor for California since July, 1947. He became a life agent while a student at the University of Michigan, from which he graduated in 1927. A.C.L.U., Mr. Ogilvie was with Kansas City Life for 21 years. From 1928 to 1942 he was general agent in Kentucky and at Lansing, Mich., and is a past president of the Lansing managers association. He was a lieutenant-colonel in the air corps in the recent war and was in the marine corps in the first war.

H. R. Smith Speaks On "Four-Dimension" Concept

Life insurance is a four-dimension business, Horace R. Smith, assistant superintendent of agencies of Connecticut Mutual Life, told the Rochester, N. Y., Life Underwriters Assn. The first dimension is to crystallize the prospect's needs, the second to help him visualize his problem, the third to dramatize the situation, and fourth to energize the prospect into action.

Mr. Smith was introduced by Paul L. Guibord, Connecticut Mutual general agent at Rochester. That evening Mr. Smith addressed the Rochester managers association, discussing what the good life agents do that helps their pro-

duction. He said there is no key to early production except for the new man to do the things that are known to produce results instead of banking solely on superior education.

John M. Fraser, Connecticut Mutual Life, has been appointed chairman of the nominating committee of the Greater New York Life Managers Assn.

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Do people "BUY"... ..or have to be "SOLD"?



People rarely BUY life insurance

—though most prospects recognize that they need it. The big problem is that most healthy men assume that they'll be just as healthy next year. They assume they can get life insurance later, and the need won't be any greater then than now.

They must be SOLD

—on the immediacy of the need—jolted into the realization that next year, even tomorrow, may be too late. That is the job of the life underwriter.

In The Connecticut Mutual alone, 45 claims were paid last year on policies which had been in force less than a year. The beneficiaries of these policies are thankful that Connecticut Mutual agents did effective selling jobs.

The table below contains a few of the Company's 1947 "first year" death claims. Perhaps the story this table tells will help sell *now*, some prospects who are stalling.

Occupation	Age	Cause of Death	Paid by Insured	Paid by Company	Excess of Benefits Over Prem. Paid
Foreman	32	Acc. Crushing	\$ 70.63	\$ 2,000.00	\$ 1,929.37
Executive	31	Lobar Pneumonia	70.95	5,000.00	4,929.05
Merchant	48	Auto Accident	89.35	5,000.00	4,910.65
Research Director	49	Acc. Drowning	1,193.50	25,000.00	23,806.50
Physician	30	Acc. Electrocutation	143.05	10,000.00	9,856.95
Farmer	27	Heat Prostration	69.04	4,000.00	3,930.96
Manager	38	Acc. Drowning	365.52	12,000.00	11,634.48
Student	17	Diving Accident	26.60	1,000.00	973.40
Editor	36	Poliomyelitis	219.60	17,236.78	17,017.18
Gas Sta. Opr.	27	Lung Edema	131.50	5,000.00	4,868.50

Of 3195 policies on which there were claims in 1947, 45 were in force less than a year.

The Connecticut Mutual
LIFE INSURANCE COMPANY • Hartford



A current John Hancock advertisement which indicates how the spirit of American independence is fostered and strengthened by Life Insurance. So that these benefits may be shared by all, the John Hancock offers life insurance in all its forms: life, endowment and term policies, juvenile insurance, retirement income policies, annuity contracts, and all plans of group coverage.



He was a rootin' tootin' dream come true

Yes sir, Pecos Bill was a mighty big man. But he wasn't any bigger than the men who dreamed him up, out there on the Western range, gabbing around the chuck wagon.

He was a tough one, they said, reared by a coyote and educated by a grizzly bear. He sweetened his coffee with barbed wire, and killed twelve rustlers every morning just for exercise.

But he fought fair, Bill did. He always let a rattlesnake take the first three bites before he whupped the pizen clean out of him.

They say Bill invented everything about the cow business. Roping was his notion. His lariat was four feet shorter than the equator, and he could loop a herd of cattle with one throw. The Rio Grande was his idea, too. He dug it one morning to water his private

ranch, which geography books now call New Mexico. Bill might have lived forever, but one day he met a man from Boston wearing a mail-order cowboy outfit and asking fool questions about the West. Poor Bill. He just lay down and laughed himself to death.

And that's Pecos Bill, American legend, folk hero of a people who imagine big, dream big, do big. He's a product of the same rip-snorting imagination that looked at an empty wilderness, not very long ago, and thought: "We can build a new kind of country here... a land where every man is free to earn his share of happiness and prosperity and security." That was a whopper too, until we showed the world we could do it. And life insurance is one of the things we invented to make the vision real.

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